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★ JAN 10 1931  
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MARGERY  
"The Boss of the Ranch"

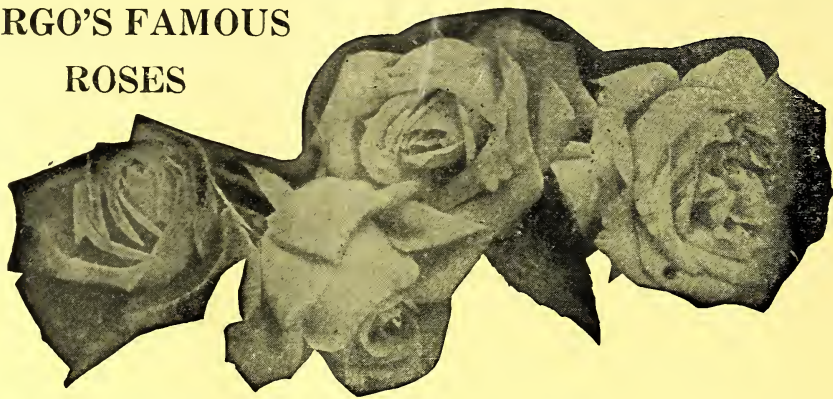
SPRING-1931-

Clarence B. Fargo

FRENCHTOWN N.J.



# FARGO'S FAMOUS ROSES



Again has come the time for our Annual Spring Catalog to greet our old friends and to bring to them the feeling and the realization that Spring will soon be here, with its balmy breezes, its birds and flowers, and to assist them, so far as possible, in making the home surroundings for the coming season more beautiful and charming than ever before.

To the new friends into whose hands this book shall come during this new season—Greetings—And we trust you will quickly learn to become old friends too.

It is WONDERFUL how our floral friends co-operate with us year after year in coming back and especially in the way they bring their friends along with them. We appreciate this interest because we know it means that we have rendered a service that, too, has been appreciated.

**Our Conservatism—And Why** Every spring we all read editorials and jokes about the pretty colored pictures in Flower Catalogs, and they are more or less true. Bright colors that often over-draw and usually outshine actual results; ideals that are seldom or never attained. Such illustrations are expensive too, and who but the customer pays the bills. We have never used them; our illustrations therefore are more conservative, our Catalog is modest, and yet results from years of experience show that it is appreciated. One friend wrote us that he and his wife had perused it so diligently and so frequently that they practically knew its contents "by heart" from cover to cover. In other words; its "DIFFERENT". And now just a few practical pointers on ordering; then next we will begin to display our goods.

**PARCELS POST.** If goods ordered from this catalog are to be sent by parcels post, add 5% to amount of your order. If you live west of Ohio, in Mich., or south of Maryland, add 8% to order. 12% extra to Gulf Coast States and to points west of the Mississippi River, 15% to Rocky Mt. and Pacific Coast territory. (Minimum mailing charge 15c). This provides for postage, packing and guarantees safe delivery. Roses, however, we deliver prepaid anywhere.

**EXPRESS.** The cost of Express shipment is usually higher than by parcels post; we aim to make you a saving on such items as can be shipped by mail, therefore you should not fail to include in your remittance the specified percentage to cover mailing.

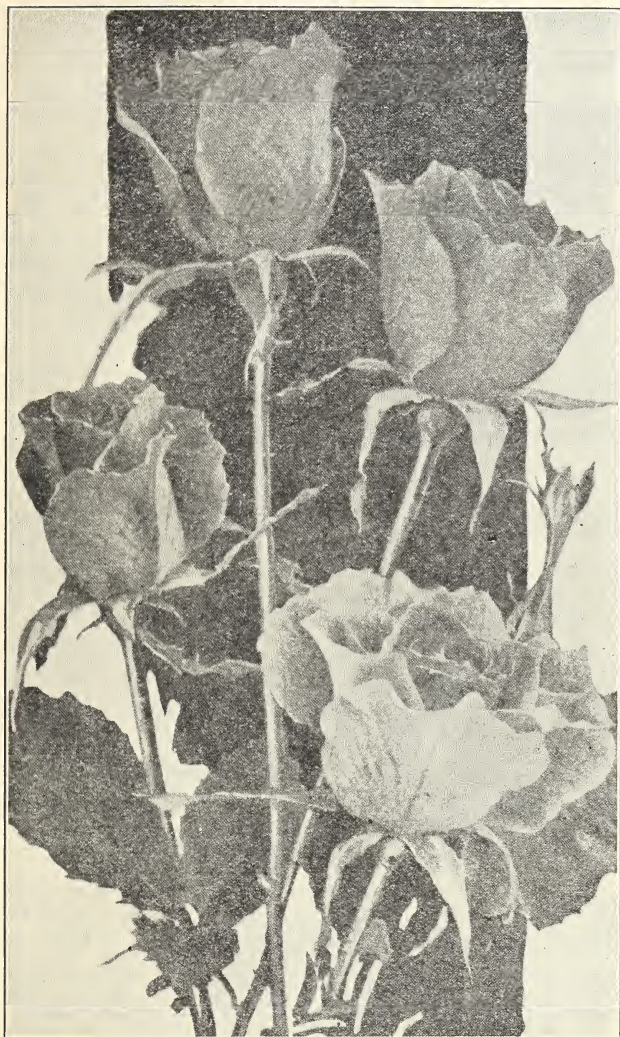
**ERRORS.** Occasionally they do occur; we are only human and very rushed humans at that in the busy rush season, and the customer should report any errors or omissions immediately and not wait days or weeks before doing so.

We are as anxious to correct any actual mistakes or to rectify an error as you are to have us do so, but no complaints can be entertained unless made with reasonable promptness after receipt of the goods. And last—but not least

## Send In Your Orders As Early As Possible



## TALISMAN—A Rose Sensation



Those who have seen TALISMAN at the Flower Shows have been simply amazed at its wonderful colorings, and not only that but it has already demonstrated that it is a free blooming wonderful garden Rose as well as a flower for greenhouse growing.

TALISMAN is the most wanted, most talked about new Rose of the day, and has already been awarded more Gold Medals than any other American Rose. Mere words fail to adequately describe such a Rose as this one.

The brilliant orange-red buds open into large fragrant blooms of glowing golden-yellow stained and veined with coppery-red, while the inside of the Rose is a glowing shade of orange-rose. Here are found shadings of gold, apricot, yellow, deep pink and old rose; a perfect riot of gorgeous color.

The buds are long, well formed and develop into full double flowers. A strong vigorous grower with glossy green foliage and a valuable budding Rose. \$2. each last year. For the Spring 1931 season we price it at only:

**\$1.50 EACH**

### INTERESTING FACTS ABOUT THE PARENTAGE OF TALISMAN

New Roses are, of course, a result of the art of hybridizing, i.e., crossing one Rose with another through its pollen, the planting of the resultant seed, the watching and finally the selection of a worthwhile cross, and then the mass production afterward from buds, grafts or cuttings. TALISMAN has a famous parentage, it is a cross between the World Famous Yellow Rose, SOUVENIR CLAUDIUS PERNET and the popular and comparatively new red Rose, SENSATION, found pictured on another page of this catalog. The possession of this knowledge makes it interesting to grow the three together and to tell others about how TALISMAN came into the world, and so we make this combination offer:

TALISMAN	\$1.50
SOUV. CLAUDIUS PERNET	1.00
SENSATION	1.00
	<hr/>
	\$3.50

All 3 Roses for only \$2.98

# FARGO'S FAMOUS HYBRID TEA ROSES

ARE 2-YR-OLD DORMANT FIELD GROWN PLANTS



**SENSATION** (illustrated above)

Going back to parentage again this glorious RED is a cross between Hoosier Beauty and Premier. This unique Rose has proven a sensation, too. Wonderful buds, a wonderful crimson red and very free flowering on long pointed stems. Its fragrance, too, is appreciated. Fine in form; luxuriant foliage.

**EACH \$1.00**

## REV. F. PAGE ROBERTS

Another new Rose that has proven immensely popular and in great demand. Its color is a Mareschal Neil yellow, veined with buff in the bud. Full and well formed, and has a sweet, fruity scent. Awarded the National Rose Society Gold Medal. Introduced 1921.

**EACH \$1.35.**

**ONE EACH OF THE FOUR ROSES**

**NAMED AND DESCRIBED ABOVE FOR \$3.98.**

## SOUVENIR

## CLAUDIUS

## PERNET

The most famous YELLOW Rose in all the world. In 1920 it won the Gold Medal at Paris and ever since it has been in strong demand; creating a world-wide sensation.

The color is a striking shade of sunflower yellow, deeper in the center; and does not fade like other yellow Roses. It is an extremely vigorous grower, produces handsome foliage and the flowers are very large and full. The buds are long and pointed and carried on long stiff stems. We advise the planting of this glorious Rose by the dozens, in solid beds, rows or borders.

**Each \$1.00**

**DOZEN \$11.00**

## DAME EDITH HELEN

A 1926 introduction. A glowing pink that holds its color with age. Flowers open well in all weather, carried on regal, erect stems, large and full in form, old rose fragrance. Resists mildew and blackspot. Free branching and free flowering.

**EACH \$1.25.**

## MILDEW and BLACKSPOT

Once each ten days, preferably in early morning while wet with dew dust the plants with a mixture of 9 parts fine sulphur and 1 part arsenate of lead as a preventative of Mildew and Blackspot. This condition can be prevented but difficult or impossible to cure, and as the information is valuable we print it here for our customers guidance and benefit.



## FARGO'S FAMOUS HYBRID TEA ROSES

ARE 2-YR.-OLD DORMANT FIELD-GROWN PLANTS



### TWO FAMOUS ROSES THAT DO WELL ANYWHERE

If I could have but two Roses, and regardless of where I might live, my choice would be **Red Radiance** and **Pink Radiance** for these are Roses that do well anywhere and everywhere, are resistant to trouble, abuse and neglect, and yet give a good account of themselves. The demand for these easy-to-grow Roses is enormous and our stock last year was gone long before the end of the planting season. For those who want a Rose that is as easy to grow as a Geranium these two are the nearest approach to that ideal.

**EACH \$1.00.**

#### **PINK RADIANCE**

Introduced in 1908 made its originator, Mr. J. Cook, famous. It is a brilliant, rosy, opaline-pink; large flowers, free blooming habits, of beautiful form and sweet fragrance.

#### **RED RADIANCE**

This is a glowing crimson "sport" as an offshoot from Pink Radiance in 1916 and has all the magnificent qualities of its parent. In offering these we place before you two ideal Roses.

#### **SOMETHING ABOUT PLANTING ROSES**

Do not be afraid to cut them back severely. Weaker branches remove entirely. Cut above an eye pointing outward that the new growth may spread out from and not across the plant. Cut off any broken roots. Have the holes large enough not to cramp the roots unduly. Firm the soil well around and between the roots and around the stem, leaving the last inch or two of soil loose on top. Never use manure or fertilizer in direct contact with the roots. Keep the soil free from weeds and well cultivated, or mulch with Tobacco as advised elsewhere in this Catalog. For winter protection hoe or hill the soil up around the trunks of the plants and cover the ground with a mulch of leaves, straw or coarse manure. Remove this old mulch in early Spring. Prune your Roses in this latitude about the last week in March, cutting back last season's growth to about two or three eyes. Dust foliage regularly to prevent blackspot and mildew as directed on page 2. These instructions apply particularly to the Hybrid Teas. Remove faded blooms promptly. The more blooms you cut, the more new ones you will get.



# FARGO'S FAMOUS HYBRID TEA ROSES

ARE 2-YR.-OLD DORMANT FIELD GROWN PLANTS

Every Rose offered within the pages of this Catalog is a well-rooted, dormant, 2-yr.-old field-grown Rose. They are fine, sturdy plants that produce the results.

Our Roses are grown by experts and then rigidly graded after they ARE grown. They are the kind of Roses to plant for REAL pleasure and genuine satisfaction.

It goes without saying that you will be delighted with the large size, fine forms and pleasing fragrance of Fargo's Famous Roses in bloom, and all standard varieties as listed on this page are \$1.00 each. Dozen \$10.00; 100 for \$67.00. (25 plants sold at the 100 rate.)

Thinking it interesting information to give our customers; the figures following the Rose name is the year in which each variety was first introduced to the public.

## RED ROSES

### Crusader 1920

A wonderful deep crimson; double to the very center like Columbia. A rugged and robust grower and very pleasing.

### Edward Mawley 1911

Flowers are perfectly formed and the color a deep blackish-red. One of the very finest dark reds.

### Gen. McArthur 1904

One of the finest and most fragrant of Scarlet Roses. Very full free bloomer of erect branching habit of growth.

### Laurent Carle 1907

Very large crimson; full and very fragrant. A single bloom of Laurent Carle will scent the whole room.

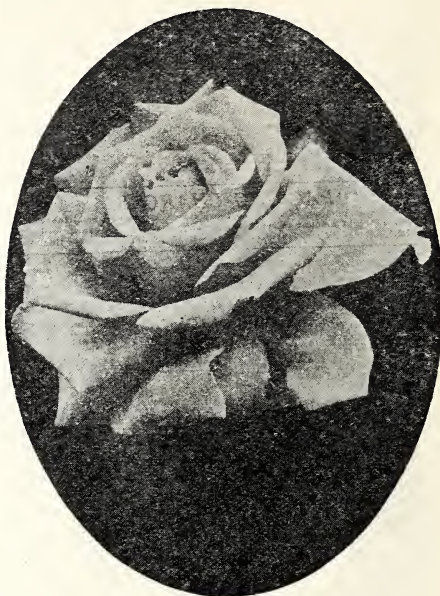
### Mme. Edw. Herriott 1913

Coral-red shaded with yellow and bright rosy scarlet, passing to shrimp-red. This great Rose won the \$10,000 London Daily Mail prize, and it is also a gold medal Rose.

### Gruss un Teplitz 1897

Brightest scarlet-crimson; it flowers profusely and is an old favorite that remains popular. Tall, bushy and very hardy even in cold sections.

Thinking it interesting information to give our customers; the figures following the Rose name is the year in which each variety was first introduced to the public.



WHITE

### Edel 1919

Beautiful white flowers that open ivory-white. Strong grower and free flowering.

### White Killarney 1909

Pure white and very popular on account of its long pointed buds and profuse blooming qualities.

### British Queen 1912

Pure white sometimes slightly flushed with rose; large full flowers of exquisite form.

### Wm. R. Smith 1908

Creamy-white with shadings of pink. A seedling of Maman Cochet and Kaiserin; beautiful in form and color.

Any of the Above Roses \$1.00 Each Dozen \$10.  
100 for \$67. (25 plants sold at the 100 rate.)

# FARGO'S FAMOUS HYBRID TEA ROSES

ARE 2-YR-OLD DORMANT FIELD GROWN PLANTS

## PINK ROSES

### Los Angeles 1916

One of America's finest Roses; luminous flame-pink, toned with coral and with translucent gold at base of the petals. Long pointed buds, very free bloomer; a gold medal winner.

### Radiance 1908

Famous brilliant rosy opaline-pink. Large size, free blooming and of beautiful form and sweet fragrance. Succeeds anywhere.

### Ophelia 1912

Light salmon-pink with shadings of yellow. Vigorous grower and one of our heaviest bloomers.

### Mmc. Butterfly 1918

A sport of Ophelia in which the colors are intensified. It is a brighter pink suffused with apricot and gold. Blooms as freely as Ophelia if not more so, and will prove a delight.



### Mmc. Caroline Testout 1890

Here is the Rose that made Portland, Oregon, famous as the Rose City. Color clear, bright, satiny pink. Of fine form and a delightful Rose.

### Columbia 1917

One of our most double of Roses. Peach-blow pink deepening in color as the flower expands. A large Rose with long, stiff stems nearly thornless and free from mildew. Vigorous grower.

### La France 1867

The original Hybrid Tea and still much in demand. Bright, satiny-pink with a silvery reflex.

### Lady Ashtown 1904

Carmine-pink shading to gold at base of petals. Large globular blooms.

## TOBACCO MULCH

### For Rose Beds

In the spring after your Roses have been cultivated we suggest covering the soil with a 2-in. deep **Tobacco Mulch**. This will save arduous labor by keeping the weeds down and doing away with further necessity for hoeing, keeps the soil cool and moist, conserves moisture, helps to keep down insect pests, and is valuable also for its fertilizing value.

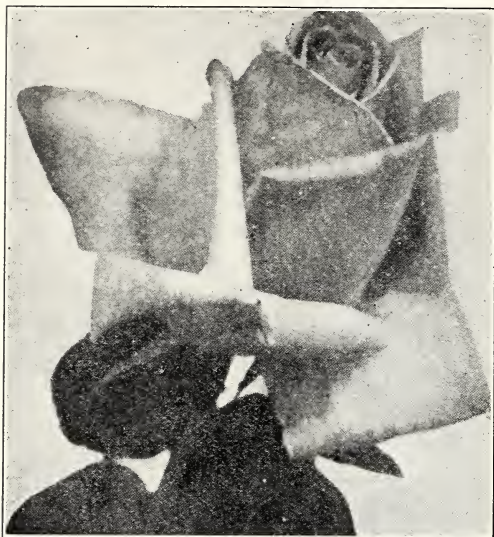
What applies to Roses in this respect applies also to the Hardy Border and to Flower Beds and Porch or Window Boxes in general. **Tobacco Mulch** is shipped direct by Freight from the factory located at Yorklyn, Del. Shipped in 100 lb. sacks only. The price is \$3.75 per sack.

The Above Roses \$1. Each Dozen \$10.

100 for \$67. (25 plants at the 100 rate.)

# FARGO'S FAMOUS HYBRID TEA ROSES

ARE 2-YR-OLD DORMANT FIELD GROWN PLANTS



**Duchess of Wellington**

## YELLOW ROSES

### Duchess of Wellington 1909

Intense saffron-yellow, flushed crimson, changing to lighter yellow, buds long and pointed. A very popular variety.

### Henrietta 1916

One of the finest Roses in existence. Color fiery orange-crimson, changing to soft coral-salmon. Buds long and pointed. Very hardy and a free bloomer.

### Kaiserin A. V. 1891

Very pale primrose yellow; exquisite in form, immense in size and very free blooming.

### Miss Lolita Armour 1919

A gold medal winner. Chrome yellow at base of petals, shading to orange and copper hues on reverse of petals. Its fragrant blooms develop from well shaped buds. Blooms freely.

### Golden Ophelia 1912

Vigorous grower with habits much like its famous parent, Ophelia. The flowers are yellow at the center, paling slightly at the outer petals.

## SOME NEWER SORTS

### Mme. Alex. Dreux 1921

Yellow in the bud, opening into a flower with sharply reflexed petals of deep yellow splashed with orange.

### Souv. Georges Pernet 1921

Very large blooms of orient-red with carmine and yellow shadings. Vigorous grower.

### Roselandia 1924

A fine new yellow; a sport of Golden Ophelia and a vast improvement on that variety.

### Sunstar 1921

Deep orange and yellow, edged crimson and vermillion. Vigorous grower; flowers in great profusion. Awarded gold medal.

### Padre 1920

Long petals of coppery scarlet, flushed with yellow at the base. Very free flowering. Strong upright grower.

### Queen Alexandria 1918

Faces of petals are vermillion with deep orange base; reverses deeply shaded old gold—a brilliant color combination. Free bloomer and fragrant.

### Imperial Potentate 1923

Deep shining rose-pink shaded lighter on reverse of petals and fragrant.

**All Roses on This Page \$1. Each. Dozen \$10. 100 for \$67. (25 Sold at the 100 Rate.)**

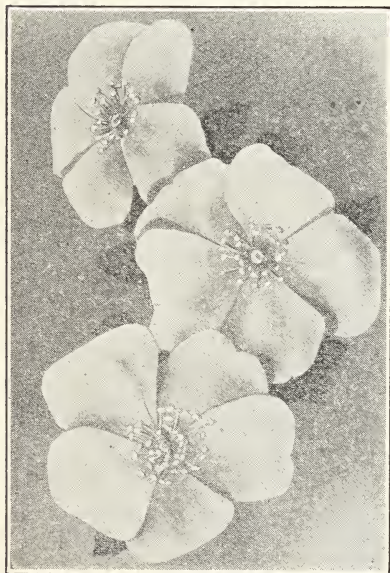
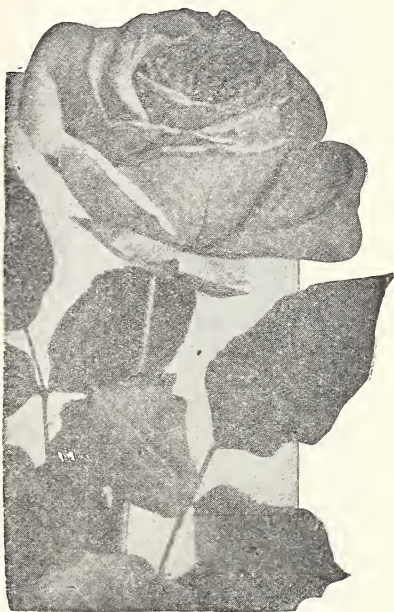


## FARGO'S HYBRID PERPETUAL ROSES

This class of Roses, known as "June Bloomers" is stronger, sturdier growing than the Hybrid Teas or "Monthly" Roses, producing an immense number of superbly gorgeous blooms during the month of June. These Roses are particularly adapted to planting as a background to plantings of Hybrid Teas or our so called "Monthly" Roses. Also for the hardy border; they are indispensable in the formal Rose Garden. They make up for their lack of continuity of bloom by blooming profusely at one time. It may be of interest to know that our so popular Hardy Hybrid Teas have been produced by crossing the old and tender Tea Roses with the Perpetuals; thus creating a new race.

Hybrid Perpetuals need less pruning than the Hybrid Teas; simply the occasional cutting out of old branches. Hybrid Teas bloom quickly on new wood of this year's growth and so do best under severe pruning, but the Perpetuals bloom on growth of last year and consequently too heavy cutting would be at the expense of the flowers.

**FRAU KARL DRUSCHKI.** It is hard to say too much in favor of this glorious Rose, and although classed as a June bloomer it frequently blooms out of its season, as well as in June. The pure white flowers are immense in size, waxy in texture and one of our finest and most desirable Perpetuals.



**MARSHAL WILDER.** Deep rich glowing red. Extra large flowers. Vigorous grower.

**GEORGE AHREND.** Clear pink. Good buds and perfectly formed flowers. A strong grower.

**ULRICH BRUNNER.** Cherry-red in color. Very large flowers and of fine form. A good Rose.

**CAPTAIN CHRISTY.** Large, full buds; color delicate flesh shading deeper toward the center.

**HUGH DICKSON.** Well shaped flowers on strong growing plants.

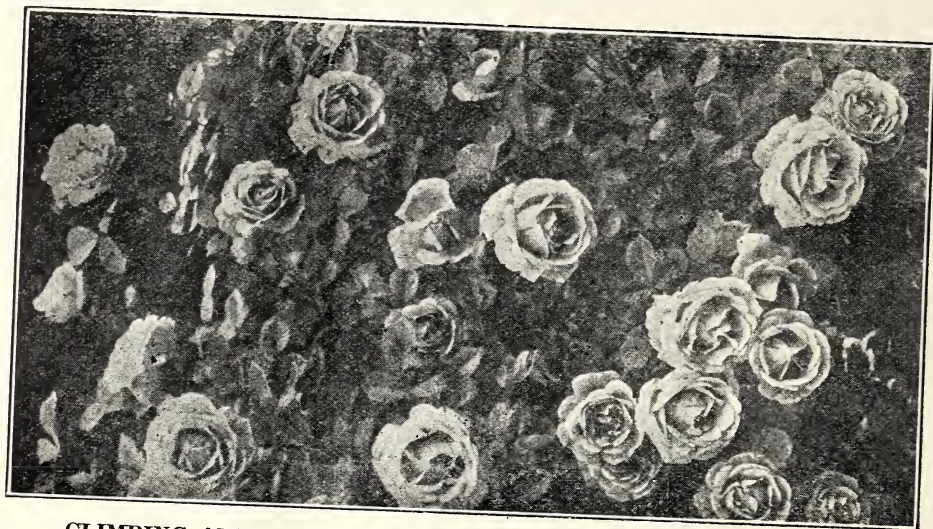
EACH OF THE ABOVE 75c.  
DOZEN—\$8.00.  
100—\$67.00.

**HUGONIS** The "Golden Rose of China." Too large for the Rose Bed but superb for the Shrubbery Border or the Lawn. Grows 6 to 8 ft. high. The first Rose to bloom; the branches covered with lovely single yellow Roses in May.

Each \$1.00. 3 for \$2.50.

## FARGO'S HARDY CLIMBING ROSES

These Roses require no pruning in the Spring except the taking out of old or dead wood or pruning back to the desired shape or form, but a severe pruning of old wood in July after they have flowered will encourage a vigorous growth and insure an abundance of bloom the following season. Indispensable for pillars, pergolas, screens, trellis fences, embankments and a covering to turn unsightly spots into gorgeous beauty at but little cost of time, labor or money.



**CLIMBING AMER. BEAUTY**—Only one of numerous beautiful sorts

**CL. AMERICAN BEAUTY.** Fragrant, rosy-crimson of strong growing habit. Thrives and blooms almost anywhere. Great bloomer, on long stems; flowers four inches across.

**DR. WALTER VAN FLEET.** Delicate flesh pink deepening to rosy flesh at the center. Petals beautifully undulated and cupped. Large flowers.

**SILVER MOON.** Beautiful half-double flowers, four inches or more across, color pure white with a mass of golden stamens at the center. Unlike other Roses; cup shaped clematis-like flower.

**PAUL'S SCARLET CLIMBER.** The most vivid scarlet climber in existence. Flowers of good size, borne in clusters. Very popular, and much admired everywhere. No mistake is made in planting this grand Rose.

**LADY GAY**—Rapid Climber. A fine variety of remarkable vigorous growth, with double flowers of a delicate pink.

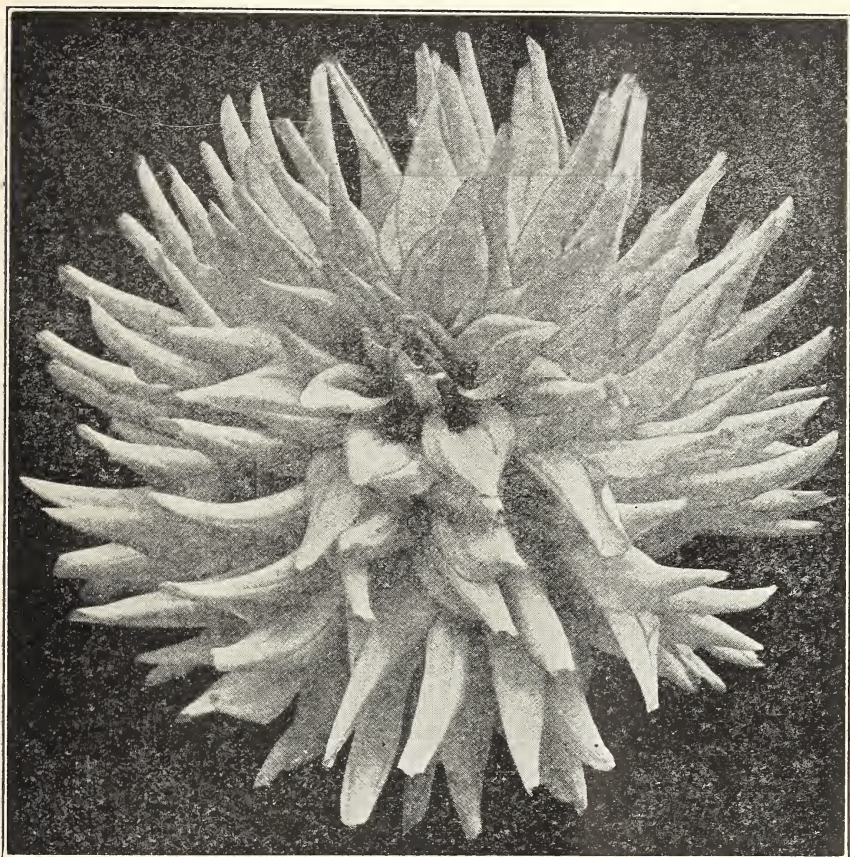
**SHOWER OF GOLD.** Deep golden yellow with orange shading. Very double and lasting.

**CLIMBING ROSES 75c EACH. DOZEN—\$7.50.**

**SPECIAL NOTE:** In some varieties of standard sorts of Hybrid Tea Roses we have a stock of Roses slightly smaller than our #1 grade, and known as grade #1½. These Roses we can offer at a special price of 75c each or \$7.50 per dozen when ordered in our choice of varieties according to stock available. They may, however, be ordered in your own choice of colors. Roses of #1½ grade are excellent stock and the cheapest to buy if one is not particular about having just certain varieties. Should you for instance order certain varieties at \$1. and we are sold out of grade #1 we will then use grade #1½ if to be had in varieties desired and either send additional Roses or a credit card to make up the difference. We cannot, however, accept orders at the 75c price specifying grade #1½ varieties by name, but by color only.



## FARGO'S DISTINCTIVE DAHLIAS



SHOWING A PERFECT TYPE OF CACTUS DAHLIA

Dahlia-time is like an encore. When the garden joys and delights of summer days are stored away in the treasure chest of memory, and the hazy past; again our gardens are flooded with colorful charm and radiant beauty if we have wisely included Dahlias in our planting scheme. Autumn then vies with summer in garden charm and beauty.

Today most thought is given to just three types of Dahlias, and our illustrations clearly convey the idea of just what these types are. Decoratives probably enjoy first place now, both for garden display and for cutting. The petals are thick, flat and rather loosely arranged. Cactus varieties have the petals typically quilled while the Hybrid Cactus are of a type midway between these two. There are also less popular types known as Ball or Show, Peony-Fl., Single, Pompon, Mignon, Col-larette, etc. Probably 95 % of the demand, however, is for the Decoratives, Cactus and Hybrid Cactus types.

**CULTURE:** Plant the tubers flat; five inches underground—deeper in light sandy soil. Make your plantings preferably in early June. When up to 6 to 8 in. pull up all but the one best shoot and pinch out the top of the remaining one to cause it to branch out. When buds have formed, pinch out all buds except the one large central or terminal bud if you are after blooms of the largest exhibition size.



## FARGO'S SUPER-DISTINCTIVE DAHLIAS

**GIANTS for Exhibition, for the Garden, and for Cutting**



**Q**N this page we offer a few Dahlias that are not only **Distinctive**; they are **Super-Distinctive GIANTS** largely of recent introduction, producing superbly gorgeous blooms measuring from 9 to 15 inches across; fit subjects for sensational garden display and for exhibition purposes. Such Dahlias, of course, cost a little more, but a few of them at least are within the reach of any lover of the finest in Dahlias. I am sure you will want to give particular attention to the offerings on this page; offerings that we have endeavored to make particularly attractive.

### **Jane Cowl**      **Decorative—10 inch**

Probably the most talked of of all the new Dahlias as this is written. The color of the immense blooms is golden buff and old gold, blending to old rose and apricot at the center. Splendid in substance and form and carried on long stiff stems. Priced universally at \$7.50 for 1930 and now reduced for 1931 planting to—**Each \$5.00.**

### **Margaret Woodrow Wilson**      **Decorative—9 inch**

Delightful flowers on long stiff stems. A magnificent creamy-white shaded with pink, and deep pink on reverse side of the petals. **Each \$1.00.**

### **Queen of the Garden Beautiful**      **Decorative—10 inch**

A massive primrose-yellow bloom that is extremely popular and much to be desired for the garden, for cutting and for exhibition. **Each \$2.00.**

### **Waldheim Sunshine**      **Decorative—10 to 15 inch**

Immense flowers of deep yellow shading to chrome yellow at the center. In size, form, depth and artistic effect it takes place second to none. This variety is a silver cup winner. **Each \$6.00.**

### **Silverado**      **Cactus—9 inch**

Color a silvery lavender. Large flowers freely and continuously borne. It never fails to attract attention and favorable comment. **Each \$3.00.**

### **The U. S. A.**      **Hybrid Cactus—10 inch.**

Enormous flowers of exquisite formation, carried on stiff erect stems. Color a deep orange with a glowing fire-like sheen. **Each \$1.00.**

### **City of Trenton**      **Decorative—10 inch**

A first class exhibition Dahlia producing flowers up to 12 in. across; the plants growing to a height of six feet. The coloring is a most pleasing combination of bronzy, red and pink shadings. Flowers carried on stiff, erect stems. Here is a Dahlia that will go farther than and above your expectations. **Each \$5.00.**

## FARGO'S SUPER-DISTINCTIVE DAHLIAS



This is the **DECORATIVE**; Today's Most Popular Type

### EDITH FARGO DECORATIVE

**EDITH FARGO** It produces lovely blooms of rich, royal purple measuring up to 7 in. or more across. Introduced by us in 1929. It is a handsome flower that draws instant attention. Borne erect on long stiff stems, plants bushy in habit, early and continuous bloomers. The color might also be described as a rich deep red, over-cast with a lovely purplish sheen. Each \$1., 6 for \$5.00.

"I want to compliment you on the flowers it (**EDITH FARGO**) produced, in size, form and color."

Yoncomis Island,  
Stony Creek, Conn.  
CAPT. PHELPS.

**CIGARETTE Hybrid Cactus** The 7 in. flowers are cream-white with scarlet tips. Fine flowers carried on strong, stiff stems. Each 75c.

**EASTERN STAR Decorative** Clear yellow shading to buff and orange. 8 in. flowers on stiff stems. Splendid form and substance. Each \$1.50.



## FARGO'S DISTINCTIVE DAHLIAS



In other years our Dahlia offerings have been listed and classified by family groups, giving a representative assortment of the various types such as Decoratives, Show, Peony, Collarette, Pompon and Cactus types.

For this season's offering we are making a radical departure by omitting the more common varieties entirely and offering you a choice selection of the larger and better varieties, particularly Decoratives, Cactus and Hybrid Cactus.

Because of the thousands of Dahlias now grown under name it is impossible for any one concern to offer a complete list, and in fact, no one would want or think of trying to make a complete collection. It is only the better varieties, chosen for their good points that make a desirable Dahlia today, and the points we have given the most consideration in making our offerings are size of flower, stiffness of stem, freedom of bloom, good keeping qualities and desirable colors. From amongst these offerings you will undoubtedly find a number of choice things to interest you.

### JERSEY'S BEAUTY—DECORATIVE

The very finest true pink decorative and one of the most desirable for cutting, growing on long stiff stems, finding a ready sale at good prices in the cut flower market. Beautiful large flowers; early, free blooming. No disappointment in Jersey's Beauty. "It's a wow." Each 75c, 3 for \$2.00.

### WASHINGTON CITY—HYBRID CACTUS

Giant snow-white. A long stiff stem variety that will be a welcome addition to any collection. This enormous white Dahlia is a marvel. Flowers 8 in. across. Each 65c.

### MRS. ETHEL SMITH—HYBRID CACTUS

A light lemon in color, shading to greenish yellow at the center and white towards the tips. A giant Dahlia on long stiff stems. Blooms freely and an excellent exhibition variety. Each 75c.

### KALIF—CACTUS

One of the showiest scarlet cactus varieties. Large flowers on long stiff stems, and a very free bloomer. Each 50c.

### GEE WHIZ—HYBRID CACTUS

Immense in form and size. Strong grower and free bloomer. Soft buff shaded salmon. Each 75c.

### ROMAN EAGLE—DECORATIVE

Immense 9 in. blooms of burnished copper. An impressive and lovely flower on long stiff stems. Each \$1.25.



## FARGO'S DISTINCTIVE DAHLIAS



**Bride's Bouquet Cactus**

### JUDGE PARKER Decorative

Seven inch flowers of a wonderful shade of golden buff. Good flowers of substance on stiff stems. An exhibition variety.

Each 50c.

### MRS. CARL SALBACH Decorative

Seven and one-half inch flowers of a sensational mauve-pink. A good exhibition variety and very desirable.

Each 50c.

### THE GRIZZLY Decorative

A prize winning Dahlia of dark maroon red with three foot stems. Large flowers with reflexed petals, making a fine garden effect.

Each 75c.

### PATRICK O'MARA Decorative

We suggest the planting of several of this beautiful autumn shade now that it is to be had at small cost. Originally introduced at \$10. a few years ago it really created a sensation. The 7 in. flowers are a wonderfully soft and pleasing shade of orange-buff with just a very slight tinge of Neyron rose. Strong vigorous grower on stiff erect stems and simply wonderful for large flower baskets.

Each only 50c, 3 for \$1.25.

### GLORIANA Decorative

Immense flowers of pure gold color, slightly reddish towards center. A fine variety for exhibition and for cutting. Each 50c.

### SAGAMORE Decorative

Golden amber slightly tinged salmon-rose and orange-buff. Large fine 7 in. blooms. Each \$1.00.

### WIZARD OF OZ Decorative

Immense 9 in. blooms amber-pink, shaded salmon. Splendid exhibition variety. Each \$1.00.

### SIZE OF BLOOMS

Where sizes are stated, this is for comparative purposes between varieties, as sizes will vary when grown in different soils and under varying conditions.

Today one desires the newer type of flowers with blooms of good size measuring from 6 to 12 in. or more across the flower; blooms that will be suitable for exhibition purposes as well as for garden display and for cutting, with an occasional real GARDEN SENSATION scattered amongst them. These are the specifications of the delightful and wonderful varieties that we are offering you in this Spring's Catalogue.

Opdycke, Ill., Oct. 17, 1930

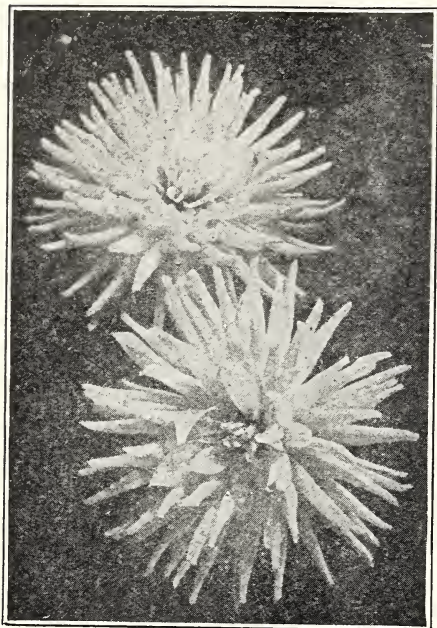
I ordered Dahlias from you, and in spite of dry weather here in July and August your "EDITH FARGO" is a wonder.

Yours,

E. M. DEEM.

(Mr. Deem is Principal of The Opdycke Community High School.)

## FARGO'S DISTINCTIVE DAHLIAS



### MILLIONAIRE Decorative

An immense 8 in. flower and an exhibition variety. The large, full regular blooms are lavender-pink, tinting to white at the center. **Each 75c.**

### ACHIEVEMENT Collarette

A unique variety and also pleasing for mixing in bouquets. Rich velvety maroon with lovely snowy-white collarette petals overlaid with delicate pinkish-crimson. **Each 50c.**

### BASHFUL GIANT Decorative

One of the largest varieties. Also of great merit because of its beautiful colorings; apricot with golden shadings. **Each \$1.00.**

### DR. TEVIS Decorative

Bronzy old gold shaded and suffused with violet rose. A fine exhibition variety borne on stiff, erect stems. **Each 50c.**

Of recent years there have been many startling introductions placed before the lovers of fine Dahlias and as a consequence the demand for the better types has increased enormously and many of the older varieties have been practically discarded. Within these few pages we have endeavored to place before you what we believe will be of particular interest.

Be sure to pick out some of Fargo's Distinctive Dahlias for inclusion in your order.

### BRIDES BOUQUET Cactus

An ideal white cactus of good size, very profuse bloomer on long stiff stems. Excellent for cutting as it keeps well. The blooms are much in demand. **Each 50c.**

### JANE SELBY Decorative

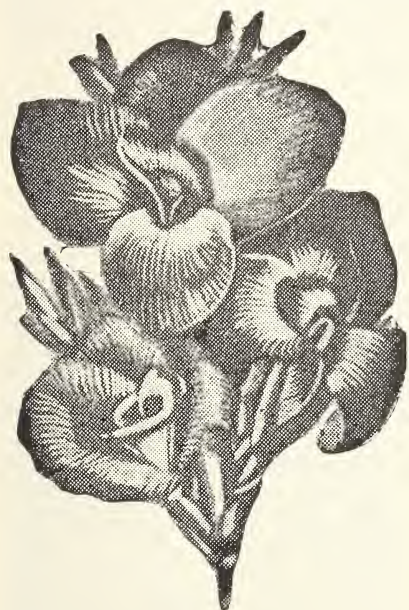
Six inch flowers of a delicate mauve pink. Good substance and beautiful in form. Strong grower producing fine flowers on long stiff stems. **Each 75c.**





## FARGO'S CHOICE LARGE FLOWERING CANNAS

Cannas of the large flowering varieties set off the home surroundings and make a glorious display in beds or borders. Many of the improved sorts have flowers larger and as beautiful as the Gladiolus. The colors are brilliant and showy. Plant after danger of frost is over or, if you prefer, about March 1st line some shallow pans or boxes with damp moss, sand or sawdust  $\frac{1}{2}$  inch deep on bottom and sides, put in the Cannas  $\frac{1}{2}$  inch apart and fill in with the same material and keep it damp. They will begin to sprout in about two weeks. As they sprout, cut off with part of the root and plant in 4-in. pots. Give light and plenty of moisture and transplant to beds in May. We here list sorts suited to every purpose.



### KING HUMBERT

One of the most famous and popular of Cannas. Large trusses of bright red flowers. Foliage rich bronze-red. Wonderful for a brilliant bedding display. Height 5 feet

Each 20c. Dozen \$2.00

### THE PRESIDENT

A "world beater" on account of its immense brilliant red flowers. One of the most popular of the newer bedders, possessing as it does, every desirable quality. The color is really penetrating and contrasts well with the bright green foliage. Height  $4\frac{1}{2}$  feet.

Each 25c. Dozen \$2.50.

### ROSEA GIGANTEA

Deep rich rose-pink; foliage green. One of the most unusual and showiest Cannas imaginable. The coloring is BEAUTIFUL indeed. Flowers immense in size and freely produced. Height 4 feet.

Each 30c. Dozen \$3.00.

### EUREKA

The best white type. Large flowers, freely produced. Height  $4\frac{1}{2}$  feet.

Each 25c. Dozen \$2.50

### YELLOW KING HUMBERT

Yellow blooms dotted with orange-scarlet. A sport of the original red flowered King Humbert; very beautiful and effective, and one that is appreciated when a yellow Canna is the object. Height 5 ft.

Each 20c. Dozen \$2.00

### MME. CROZY

Where the dwarf type Canna is required, we suggest Mme. Crozy. Color orange-scarlet bordered with golden-yellow. Height  $3\frac{1}{2}$  feet.

Each 20c. Dozen \$2.00.

If you order three or more Cannas of one kind you benefit by the "per dozen" rate.

### CANNAS IN MIXTURE

Mixed colors, or separate red or yellow unnamed. This is of course the cheapest way in which to build up a stock of Cannas for a showy display.

12 for \$1.10. 25 for \$2.00.



## OUR GLADIOLUS LEADER FOR 1930



**100** Glorious only **\$1.39**  
**GLADS**

We depend upon two Gladiolus specialists; one in N. Y. and one in Mass., to supply us with the finest mixture of large flowering Gladiolus possible to sell as a special at a small price; with the obsolete small flowering sorts and primulines types almost or entirely eliminated and bring you this WONDERFUL offer in our Great 1931 Spring Special.

This is the quality of mixture we have regularly catalogued for several years at \$3.50 and sold last year as a special at \$1.98, but NOW the price is still further reduced to only \$1.39 for 100 bulbs or 500 for only \$5.39.

### A Single Spike of Bloom Is A Gorgeous Bouquet in Itself

We all know what a wonderful display Gladiolus make, and how easy to grow. Why not order a liberal supply of the bulbs NOW at these low prices and plant some of them every ten days or two weeks from mid-April to mid-July and have a continuous supply of gorgeous spikes of bloom for cutting from July until well into October. Think of it! Just imagine these prices for this superior mixture.

100 bulbs \$1.39

500 for \$5.39

## 20 ALL DIFFERENT

**2 OF EACH** \$ **1.25**  
**40 Bulbs in all**

An assortment of fine named sorts (unlabeled) packed 20 all different to the bag. A wide range of choice varieties and colorings. As the various sorts bloom in 75 to 120 days after planting this collection blooms over a comparatively long period, and will prove immensely interesting, as from the very first bloom on one will wonder what interesting form or color is going to show itself forth tomorrow. 40 bulbs—2 each of 20 different varieties—all for only \$1.25.





## GLADIOLUS—POPULAR NAMED SORTS



### MARY PICKFORD

Delicate creamy-white, with soft canary-yellow in the throat. Very dainty, like its namesake. 12 Bulbs 50c. 100 for \$2.50.

### 1910 ROSE

Lovely rose pink of extra fine shade. Narrow white line through center of lower petals. 15 bulbs 50c. 100 for \$2.00.

### MRS. FRANK PENDLETON

Very large, lovely flushed salmon-pink with brilliant carmine blotches in the throat, presenting a vivid contrast. 12 Bulbs 50c. 100 for \$2.00.

### MRS. DR. NORTON

White, faintly suffused with pink. Lower petals flushed with sulphur-yellow and dotted pink. Very fine. 10 Bulbs 50c. 100 for \$2.50.

### GOLDEN MEASURE

Finest rich yellow, forming into a handsome spike of large blooms. 10 bulbs 50c. 100 for \$3.00.

### HERADA

Glistening mauve shade that is very pleasing. Large flower that has gained great popularity. A great Gladiolus. 12 bulbs 50c. 100 for \$2.00.

### EVELYN KIRTLAND

A superbly splendid large flowered variety; rose pink at the edges, blending to shell pink in the throat with bright scarlet blotches on lower petals. 10 bulbs 50c. 100 for \$2.50

### ROSE ASH

Large flowers of smoky old-rose color on long spikes. 10 bulbs 50c. 100 for \$2.50.

### SCARLET WONDER

Large spikes of great, rich, velvety and fiery crimson flowers. 10 bulbs 50c. 100 for \$2.75.

### NORA

Light violet blue. Very dainty. 12 bulbs 50c. 100 for \$2.00.

### PEACE

Beautiful large white flowers with pale lilac feathering in throat. 12 bulbs 50c. 100 for \$2.00.

### MIXTURE

Made up only of the bulbs described on this page. 15 bulbs 50c. 100 for \$1.95.

Our Gladiolus bulbs are the ideal and economical size for outdoor planting; high crowned bulbs grown from bulblets and not from old worn-out stock. They measure 1 to 1½ in. in diam. and do fully as well outdoors as larger bulbs costing much more money. Plant this size, have just as good flowers and make a considerable saving—that is our suggestion.

## FARGO'S HARDY LILIES

They are always delightful and provide a succession of bloom for the hardy border, blooming as they do at varying seasons. They do well in partial shade, and beyond an occasional use of a little Fargo's Plant Food or Bone Meal hoed or raked into the top soil require no further feeding. DO NOT put manure on Lily plantings. Rubrum and Auratum L. should be a full 12 in. deep; other varieties 6 inches deep. A few bulbs planted in a group soon become a delightful clump that you look for it to start into growth like looking for an old friend.



*Lilium Auratum*

### THE WONDERFUL JAPANESE AURATUM LILY

Wonder-of-wonders of the Orient, and the greatest of all Lilies. The blooms are enormous in size and marvelously beautiful, as well as deliciously fragrant, scenting the air all around them. The flowers are borne in clusters on long, stiff, erect stems, and measure up to a foot or more across, and from 5 to 20 flowers to a plant. The pure white blooms are speckled with dots of brownish-crimson, and a broad band of golden-yellow runs down the center of each petal. It is hard to imagine a more gorgeous sight than these gorgeous Lilies from Japan present. Plant them among Shrubbery; plant them in solid beds, interspersed with Hardy Blue Sage if you want a wonderful effect; plant them anywhere and everywhere, and do not neglect to plant a few of them in pots too.

Bulbs 40c each; 3 for \$1.10; Dozen \$3.50.

### DAY LILY

This is the Lemon Day Lily. Deep lemon yellow in color; very fragrant and blooms June-July. The plants are strong growing and robust with masses of large blossoms.

30c each; 4—\$1.00.



Day Lily

Glen Ridge, N. J.

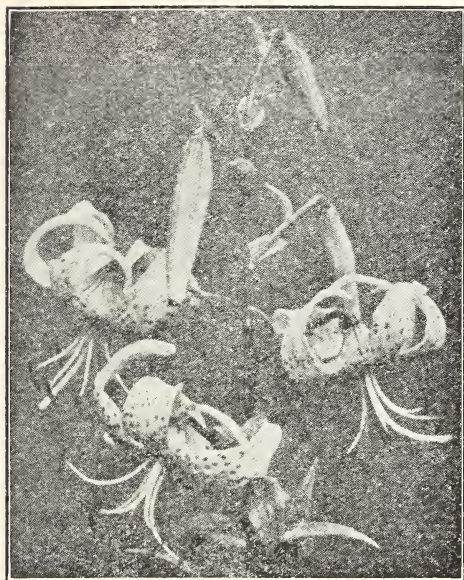
Dear Mr. Fargo:

The AURATUM Lilies have been simply wonderful; every one blooming and some had eight Lilies on a stem. They were admired by everyone and I would like to have a few extra fine bulbs.

Truly yours,

FANNY PAGE FOWLER.





Rubrum

**RUBRUM LILY**

This is one of the beautiful Japanese types and it is suitable both for growing outside and for forcing. Each spike bears a number of gorgeous reflexed blooms of glistening white, overlaid with numerous speckles or spots of bright rose-pink. The flowers are very dainty and graceful and much admired. Coming from Japan in late November, the bulbs should be treated the same as the *Auratum* Lily listed on preceding page. Blooms in August.

Each 50c; 3 for \$1.25.

**REGAL LILY**

Of all the Lilies of today, probably the most wanted and most talked about one is this sensational new variety from Western China. It grows 3 to 5 ft. tall and flowers in July (following the blooming period of the *Canadidum* or *Madonna* Lily). The color is ivory white, tinted deeply with pink on back of the flowers and tinged with canary-yellow at the base of the petals. **Regal** is considered to be the finest garden lily yet introduced. It is perfectly hardy and flourishes under even adverse conditions.

Each 35c; 4 for \$1.25.

## HARDY JAPANESE AZALEAS

Undoubtedly, at some time, you have seen these gorgeous plants in full bloom, massed in front of porch, or foundation walls, or banked in front of a planting of evergreens. In May the plants are a veritable sheet of bloom, bright and colorful in the extreme, the foliage almost entirely hidden by the bright, gay flowers. The plants are broad leaved evergreens and come in a number of varieties and colors; probably the best known amongst them being **Hinodigiri**, the bright, fiery, deep rose variety so popular everywhere. We can highly recommend this variety as well as the following colors: **Amoena** is a bright, rosy-purple, **Ledefolia Alba** clear white flowers, and **Hinamayo** soft salmon pink.

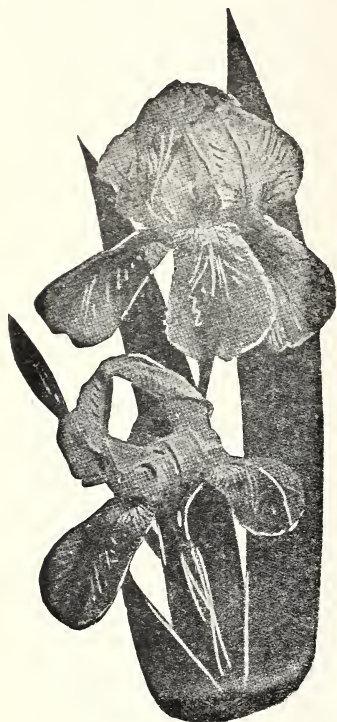
All four beautiful varieties are hardy for outdoor planting and suitable also for house plants blooming during the winter or early spring. The white variety is sold by height, 12 to 15 in., the other varieties are listed by the width or crown of the plants, 8 to 10 in. All varieties are priced the same and should bloom nicely the first spring if purchased before the blooming period is over. Prices are quoted for shipment by Express.



EACH \$2.50. DOZEN \$25.00

## BEAUTIFUL HARDY BEARDED IRIS

There isn't a more showy flower than the Bearded or German Iris, especially the newer varieties, and when planted in a group or mass; each color by itself. In the hardy border, bordering paths or drives planted in combination with Peonies, along foundation walls and elsewhere, they are truly superb. Get the Iris "fever" and you will be an enthusiast for life. This spring we are bringing you a wide collection of truly worth while Bearded Iris that will delight you with their charm, grace and beauty. Don't compare these with older common sorts.



### CHALLENGE MIXTURE

This assortment is made up from a planting of 18 different named varieties that we have discontinued listing separately and originally selling at from 20c to \$1. each. Mother of Pearl, Lord of June, Albright and other fine varieties mixed together and sold at a bargain price of

**12 FOR ONLY \$1.98**

### GOOD VALUE MIXTURE

This is a general mixture of Iris and just the thing for those who desire a large display at small expense with little consideration other than a wealth of blooms.

**15 FOR ONLY \$1.10**

### SEPARATE COLORS

Many prefer plantings all of one color, or of several colors each grouped by itself. For such requirements we suggest **Florentine Alba**—very free flowering white; **Florentine Blue**—dark blue; **Mme. Chereau**—pure white daintily edged with porcelain blue; **Princess Victoria Louise**—pale yellow and violet.

**EACH 20c. DOZEN \$2.00.**

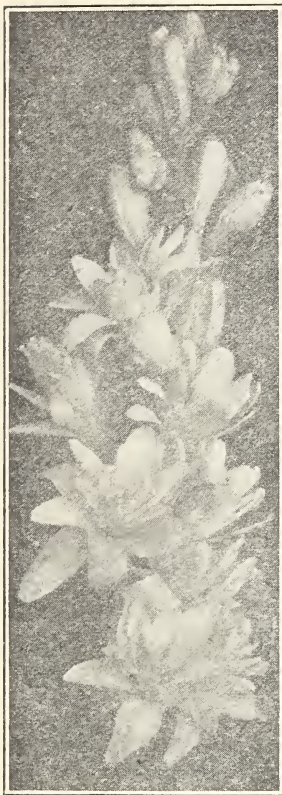
### GORGEOUS HARDY JAPANESE IRIS

They will add a touch of oriental splendor to your garden. Here is a flower that rivals the Lily in stateliness, the Peony in majestic beauty, the Orchid in delicacy of coloring, the Chrysanthemum for profusion, and surpasses almost every other plant in the kingly magnificence of its bloom. Once planted in your garden they multiply rapidly and become a joy and delight for a lifetime. Fine for cutting; growing three feet or more in height, with flowers as big as saucers; often as large as dinner plates under favorable conditions. There are numerous beautiful colors and it is sure that no one makes a mistake in planting Japanese Iris. They do well under all average garden conditions, but the size of flowers are improved if they are copiously watered for a month before they come into bloom in June. We offer **Mrs. J. D. Hayden**—white ground edged pale violet 50c; **Blue Jay**—sky blue with white lines on each petal, 50c; **Choseiden**—ruby crimson with white buds, 75c; **Gold Bound**, lovely pure white, 40c; Also a **Special Mixture** at 5 for \$1.10, or 12 for \$2.00.



## CALADIUM ESCULENTUM

(ELEPHANT EARS)



They answer well as centerpieces or specimens in flower beds. Planted in a bed with a border of Scarlet Sage or other annuals makes a beautiful and pleasing contrast. Also as a border plant to beds of tall growing Cannas. The enormous leaves of this plant often measure three feet long and twenty inches wide. Very effective planted for margins along water. Do not plant outdoors before May 1st. They can be started early in pots in the house and transplanted later if you wish. Bulbs can be stored in dry sand over winter and kept from year to year.

EACH 20c. Dozen \$1.98.

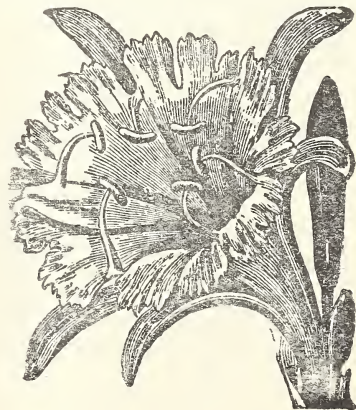
SMALLER Size, EACH 15c. DOZEN \$1.50

### EXCELSIOR PEARL TUBEROSES

Improved dwarf habit of growth and does not require staking. Flowers extremely double and very fragrant. Everyone should grow some Tuberoses for they are so lovely and so fragrant that one cannot help loving them, and then they are very easy to grow. Can be forced in pots as well as grown in the open ground. Do not plant Tuberoses outside before May. If planted too early, while the ground is cold and wet, the bulbs are apt to rot. NOW 3 for 25c. Dozen 75c.

### THE GREAT ISMENE

Of about the same habit of growth as the Calla Lily and considered by some flower lovers as even superior to either the Calla or the Easter Lily. The flowers are of large size, odd and novel in form, snowy-white and exceedingly fragrant. Throws up tall spikes, each having several blooms. It has a peculiar grandeur which one can fully appreciate at sight, yet hard to adequately describe. It is in reality a species of white Amaryllis. EACH 30c. 3 FOR 75c.

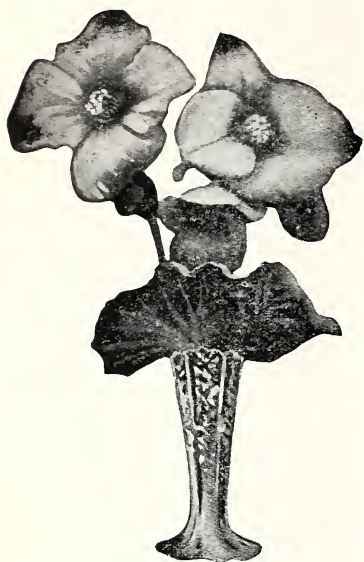


**TUBEROUS BEGONIA**

Grown in pots or bedded out, they are magnificent. Single blossoms sometimes measuring six inches across. The beautiful colors range from ivory white and flaming scarlet, through shades of bright bronzy-yellow, light and dark crimson, orange, salmon, ruby-red, rose and pink. The flowers are perfectly reflexed, and their gorgeous effect is emphasized by the beautiful foliage.

Can be started in pots in March and transplanted later, or in beds after May 1st.

Mixed Colors. Each 25c. Dozen \$2.50.

**GLOXINIAS**

A most beautiful flower; tropical in appearance, it delights in a shady location on the porch, where it will bloom in great profusion, and to the delight of all who see it. Gloxinia bulbs are quite scarce.

EACH 50c.



Gloxinias

**GIANT AMARYLLIS**

Everyone should have a few of these wonderful lily-like pot plants. Their immense size, gorgeous beauty and wonderful variety of colorings, are a continual delight. Grown from seed and produced by crossing the finest named varieties obtained from the most noted specialists, producing plants and blooms of very superior size, vigor and coloring.

Fine Bulbs in Assorted Colors \$1. Each  
or 6 for \$5.

**CHRISTMAS CACTUS**

An old fashioned plant once again very popular. The end of each drooping leaf bearing beautiful large red flowers in December and January. Very showy and easy to grow successfully. This is a plant well worth having.



Giant Amaryllis

Each 35 cents. 3 for \$1.00.



## WONDERFUL GIANT LEMON PONDEROSA



This wonderful Lemon has created a great sensation, and is a true everbearing variety that you can grow in a pot or tub in the home and one that will prove to be a decided ornament, as well as bear fruit, such as you have probably never seen or heard tell of. On a plant 6 ft. high, no less than 89 of these wonderful Lemons were growing at one time. These trees are wonderful sights to see. The tree blooms and at the same time has fruit in all stages of development from the size of a pea, up to the ripe fruit. Fruits have been taken from these trees weighing over 4 pounds. It is one of the juiciest of all Lemons, makes delicious lemonade, and is fine for pies and other culinary uses. It is not uncommon to make 12 lemon pies from one Lemon. No budding or grafting is necessary. It fruits when quite small and makes a lovely house plant. Everybody can grow their own Lemons. It should fruit freely the second year.

EACH 30c. 4 for \$1.10.

### TRITOMA—Red Hot Poker Plant

This excellent Perennial when in bloom makes a striking display. A single plant will often throw 15 to 25 spikes of bloom in a season. The flowers are of various shades of red yellow, are on stout stems 2 to 3 feet long; the flower head itself measuring 6 to 9 inches. Very bright and striking as a single specimen on the lawn, for use in borders, and very useful for cutting. The roots should be dug in late Fall and stored in sand or soil in the cellar as they are not perfectly hardy in this latitude.

EACH 30c. Dozen \$3.00.

### PACHYSANDRA TERMINALIS

#### OR JAPANESE SPURGE—A GROUND COVER

A most useful plant for under trees or in other shaded places where grass will not grow. Also makes an excellent border planting in front of evergreens. It is a trailing plant 6 to 8 in. high and forms a broad mat of bright, glossy evergreen foliage with small spikes of flowers in May and June. Does well in sun or shade.

Each 25c. Dozen \$2.50. 100 \$17.50. 1,000 \$125.00



Tritoma.

## The Wonderful Everblooming Butterfly Bush



Beautiful large Butterflies and the Humming Birds seek it out, adding vastly to the colorful picture. The gorgeous spikes of lavender colored flowers are continuously in bloom throughout the season, and they are excellent for bouquets. These plants are perfectly hardy and grow to a height of 10 feet. They should be protected in winter same as a Rose bush, and cut almost to the ground in the spring. Plant in a sunny location, and as liberally as possible for here is a truly magnificent plant that will repay you with a wondrous and gorgeous display. Strong 2-year-old Field Grown plants.

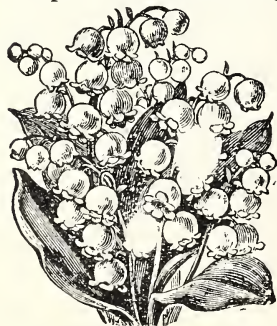
EACH 50c. 3 for \$1.25.

## Pink or Blue Hydrangeas

Those who once see this beautiful class of Hydrangeas in riotous bloom at the New Jersey Coast resorts fall in love with them instantly and it is natural to desire some at home. As well as for hardy outdoor planting; they are also in much demand for blooming in large pots and tubs. Many are also forced into bloom for Decoration Day, Easter, Mother's Day, and make acceptable gifts.

This Hydrangea OTAKSA is light pink in color, but in acid soils it flowers blue. This soil condition may be created artificially if desired by mixing  $\frac{1}{4}$  lb. powdered alum in the soil around each plant.

For nice young pot-grown plants from 2  $\frac{1}{4}$  inch Pots. Our price is 25c each or 6 for \$1.25.

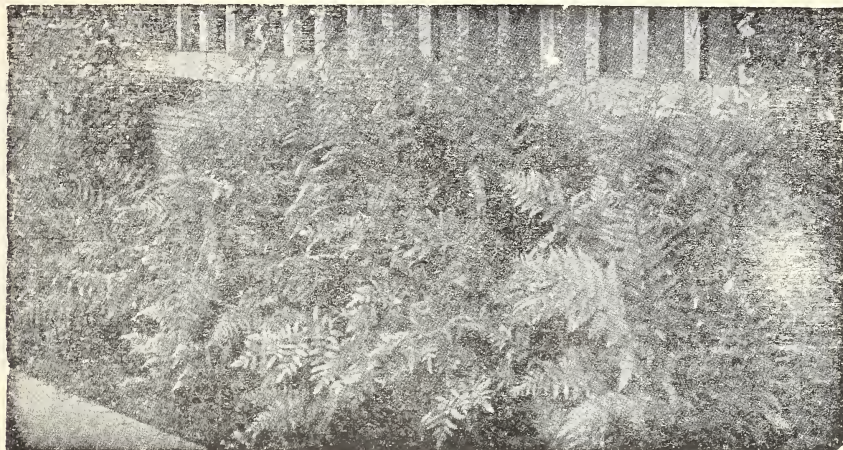


## Lily-of-the-Valley

Planted once the lovely Lily-of-the-Valley, whether in sun or shade, thrives and multiplies rapidly without care or attention. The flowers make lovely corsages, dainty bouquets and are much in demand. Both flowers and foliage beautify an otherwise unsightly spot.

Dozen Pips for 50c; 25 for \$1.00.





#### HARDY CINNAMON FERNS FOR OUT-DOOR PLANTING

For shady or partially shaded locations these Ferns are ideal, and have the added advantage of being inexpensive. In groves, parks and private gardens they usually do well, and they are very useful for planting along house foundations and in corners that are too shady for other plants. These ferns are not suited for pots indoors as, in the Fall, the leaves ripen off and the plants remain dormant for the Winter. They are for outdoor planting only. Doz. by express, \$3.00.

#### JAPANESE KURUME AZALEAS FOR POTS

This type is not hardy north of Washington but is very useful anywhere for pot culture, the plants beginning to bloom while yet very small. They come in a number of choice colors, and we offer small plants in assortment that, after a few shiftings to larger pots, will soon become fine specimens that will be a delight. Each 25c. 5 for \$1.10.



#### CHINESE PRIMROSE

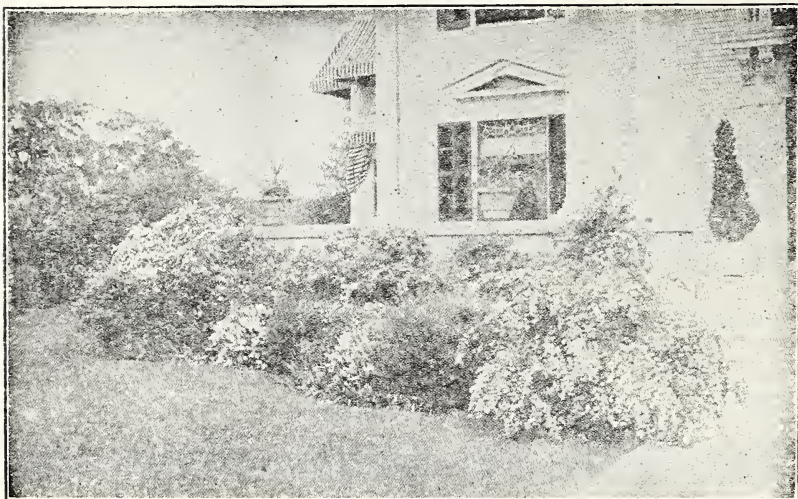
What a joy to the heart these plants are, for they just bloom, and bloom and bloom; throwing up one flower stem after another, and they are so easy to have success with that every home ought to have several, and what wonderful remembrances they make for the sick friends, how nice for Xmas gifts, and withal, so inexpensive. Set three young plants in a bulb pan or small window box and they will prove a continual pleasure and delight for a long, long time.

We will send three nice young plants for 65 cents. Dozen plants by express for only \$2.35.

## YOU CAN BEAUTIFY THE HOME

AT SMALL COST, IF YOU

### PLANT FARGO'S FLOWERING SHRUBS



AND AS OUR PHOTO SHOWS; SUCH A PLANTING WILL ADD MANY DOLLARS TO THE APPEARANCE AND VALUE TO YOUR HOME.

The cost, too, can often be minimized where it is satisfactory to use a number of plants of the same variety. It costs but little more to put up an order of several plants alike than it does to wrap and mail the same quantity of all different plants. Quantity purchases mean a saving in cost. Often friends and neighbors can order together at a decided saving to all.

**MOCK ORANGE (Tall).** This popular old fashioned Shrub does well in sun or in partial shade; no insects bother it, and the creamy-white flowers are deliciously fragrant. Blooms in May. True name *Philadelphus Coronarius*.

Each 50 Cents; 10 Plants \$3.50

**RED BRANCHED DOGWOOD (Tall).** Particularly fine for its winter effects, as the branches turn a bright coral-red. Tiny white flowers in clusters at tips of branches. Attractive green foliage. Does well in sun or shade.

Each 50 Cents; 10 Plants \$3.50

**DEUTZIA (Pride of Rochester). (Tall).** Blooms in June. The pinkish-white flowers borne in long graceful sprays. The Deutzias, both tall and dwarf, are amongst our most valuable flowering shrubs, and this variety is one of the best for background planting.

Each 50 Cents; 10 Plants \$3.50

**DEUTZIA (Gracilis) (Dwarf).** Usually blooms for Decoration Day. Bears a profusion of chaste, pure white, bell shaped flowers, carried in graceful sprays. One of the most useful for foreground planting. Fine also for forcing in pots.

Each 80 Cents; 10 Plants \$6.50

H. Ray Brown, Syracuse, N. Y. writes: "Enclosed find order for 15 Roses for next Spring delivery. This is my second order and the Roses delivered the past Spring were absolutely the finest I have ever had."

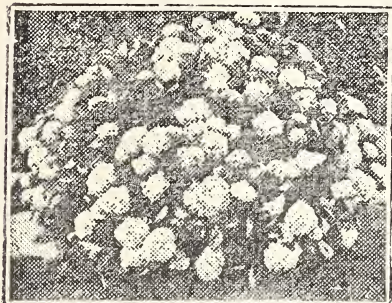


## FARGO'S CHOICE FLOWERING SHRUBS

### HYDRANGEA ARBORESCENS (Medium)

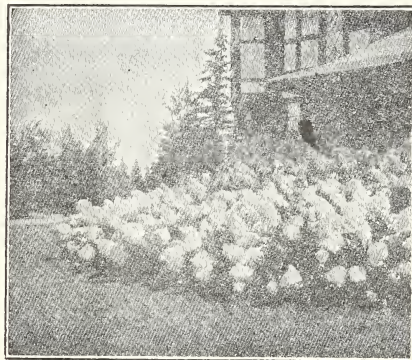
This is the popular white Hydrangea, "Hills of Snow." The flower heads are immense in size and flat in shape. Blooms in June, the flowers staying on the bushes nearly all summer. Our 2-yr. old plants quickly become large thrifty bushes.

Each 50 Cents; 10 Plants \$3.75



### HYDRANGEA PANICULATA (Medium)

The flowers are white, formed in great pyramidal panicles often a foot or more in length, color changing to a pinkish tint. Begins blooming early in August. This is the bush type. 50 cents; 10 Plants \$3.75.



### SWEET PEA BUSH (Medium)

One of the very beautiful native shrubs; comparatively scarce, not so well known as many others, but highly appreciated by all who see it in bloom. Wonderfully beautiful; the bush becomes an immense bouquet. Just loaded with sprays of beautiful rose-pink flowers, borne in clusters, the flowers resembling lovely sweet peas. An attractive flowering shrub that is almost a flower garden in itself. Don't miss having it. Each \$1; 3 Plants \$2.75.

### FORSYTHIA or Golden Bell. (Medium).

Very popular for use as individual specimens, for mass planting or in a row on the dividing line or as a screen planting. Early in April the bare branches become one mass of golden bell-shaped flowers; the foliage not appearing until later. The graceful sprays are fine for cutting. Even very early in spring the bare branches may be cut and forced into bloom in a warm room by simply placing them in a vase of water. Each 50 cents. 10 Plants \$3.50.

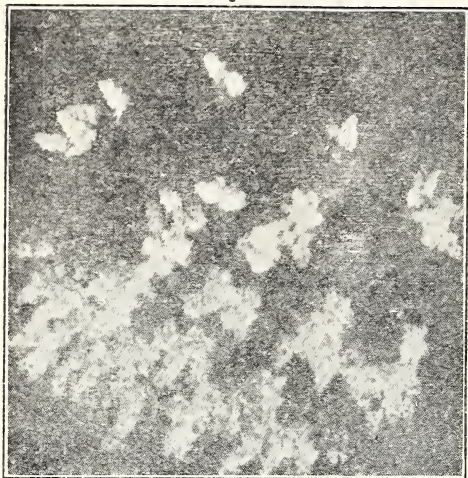
### SPIREA ANTHONY WATERER (Dwarf).

Low growing type of Spirea bearing a wealth of deep rose flower heads during the summer. Very useful for foreground planting and spot plants along walks or driveways. Each 60 cents. 10 Plants \$4.00.

**WEIGELA (Low).** Of a spreading, drooping habit; low but not dwarf. Bears a wealth of fluted trumpet-like flowers in June and July. Makes a great showing when aglow with its wealth of blooms. Each 50 cents. 10 Plants \$3.50.



Sweet Pea Bush

**SNOWBERRY (Medium)**

An old-fashioned favorite. Bushy in form, small pink flowers in summer and tips of branches loaded with clusters of large waxy white berries in the fall.

Each 50 Cents; 10 Plants \$3.50

**CORALBERRY (Medium)**

One of the best of the popular Shrubs. Its berries resemble cranberries and hang until after late frost in the Fall.

Each 50 Cents; 10 Plants \$3.50

**BUSH HONEYSUCKLE (Medium)**

They form beautiful specimens for the lawn and produce a wealth of fragrant white, cream, or pink flowers in May or June.

Each 50 Cents; 10 Plants \$3.50

**ALTHEA (Tall)**

Bushy plants excellent for tall hedges as well as for individual planting. Large single bell-shaped flowers in July to September when so few Shrubs are in bloom. Various shades and colors in assortment. Grow to a height of 8 to 12 ft.

Each 50 Cents; 10 Plants \$3.50

## DOUBLE FLOWERING LILACS

The old fashioned Lilacs, with their pleasing fragrance, were prime favorites for many years, but the newer named sorts with double flowers far exceed the old types in worth and beauty. The individual flowers of the double sorts, resembling miniature tuberoses, carried by the plants in immense trusses, are delicately perfumed. The fine well branched stock we offer stands 1½ to 2 feet in height. The varieties are as follows: **Charles Joly**, dark violet purple; **Mme. Casimer Perier**, a free blooming white; **Michael Buchner**, pale lilac, and **President Grevy**, one of the best blue shades. Lilacs are particularly effective when planted in groups or masses.

Each 95 cents; 10 Plants \$7.00

**DOUBLE ALTHEA**

Same as the single type except that the flowers form beautiful rosettes. Each 50c. 10 Plants \$3.75.



## PINK Double-Flowering ALMONDS

People "rave" over the beauty of this gorgeous Flowering shrub. In May before the leaves appear, the branches are covered with a mass of lovely deep pink flowers resembling minature roses. Each bush becomes an immense outdoor bouquet. Planted in groups they give a wonderful effect. Each 75c; 3 Plants \$1.98.



## A Massed Planting of Graceful Spireas, or Assorted Shrubs Will Add Many Dollars To The Appearance And Value of The Home



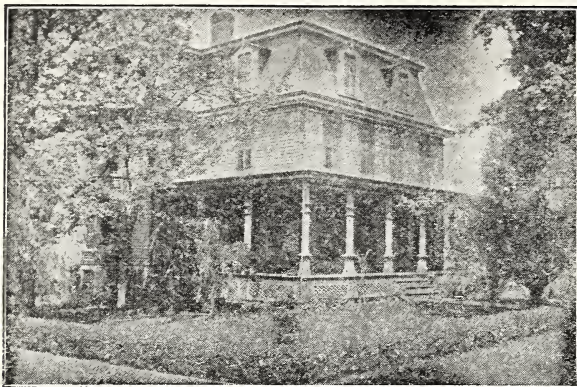
**10 Spirea Van Houtti** For Only **\$3.50**

A porch or foundation planting of Van Houtti's SPIREAS is "a thing of beauty and a joy forever." Look upon the photo as shown above and believe; look at the massed planting below and be doubly convinced. Long graceful drooping sprays, forming a perfect canopy of white that is a perfect delight to all who behold the display. These plants are offered in strong 2-yr. old stock, at the following prices:

Each 50c; 5 plants for only \$2; 10 for \$3.50; 100 Plants \$25.00



## CALIFORNIA PRIVET FOR HEDGES



Generally speaking, there is nothing so satisfactory for a Hedge as California Privet. In the first place, the first cost is the only cost, while a fence constructed of wood or metal is a continual expense for upkeep and repairs, and unsightly in most positions, in the bargain, while a good Hedge is "A Thing of Beauty and a joy Forever."

Privet is easily trimmed, and needs almost no other attention. You can have a low hedge or a tall one; a plain type of fancy and elaborate designs, just as your fancy and skill may dictate.

A Privet Hedge will certainly add dollars to the appearance and value of your home.

Buying your Privet of us, you can expect strong, uniform, well rooted plants, 15 to 18 inches tall, all at a reasonable figure. Set out the plants in a double row, with the plants a foot apart. By starting the second row six inches below the starting point of the first row, a front view shows one plant for each half-foot of Hedge and insures a thick dense growth. \$5.00 for 100 plants, shipped by express. \$40.00 per 1,000.

## JAPANESE BARBERRY HEDGES

or *Berberis Thunbergii*. This Hedge requires but little attention, and is a thing of grace, charm and beauty always. Two shades to the foliage; the old a dark green and the new growth in spring a beautiful light green. In the fall a wealth of bright red berries that stay on

the plants nearly all winter makes the planting doubly attractive. Plants 12 to 15 inches tall. Should be planted one foot apart in a single row. (Were 30 cts. 25—\$3.50; 100—\$12). NOW 25 for \$2.50 or 10 for \$1.98. 100—\$9.00 by express.

Norman, Okla.

Please send 3 Hugonis Roses. Everything you send thrives splendidly.

Mrs. J. H. Felgar.

### JAPANESE QUINCE

In May just before apple blossom time, this shrub is startlingly brilliant with dazzling scarlet flowers, followed later by quince shaped fragrant fruit. Glossy green foliage. Each 75 cents. 3 for \$2.00.

### BECHTEL'S FLOWERING CRAB

A beautiful flowering tree that ultimately grows to a height of 20 ft. Branches spreading in habit, and in the Spring the tree is located with a wealth of double pink flowers. One of the finest for lawn decoration. 2 to 3 ft. specimens \$1.50 each. 3 for \$4.00.

### PRUNUS PISSARDI

A red foliage ornamental tree for the lawn. In May the tree is covered with a gorgeous showing of pink blossoms. No other red leaved tree or shrub retains its color like this variety. The contrast is gorgeous planted on a green lawn or amongst other shrubs. Grows to a height of 10 to 15 ft. Each \$1.00. 3 Plants \$2.50.

### TREE HYDRANGEAS

White. The flowers similar to Hyd. Paniculata bush type. Grows 20 ft. high. 2 to 3 ft. plants Each 98c. 4 for \$3.00.

### SNOWBALL (*Viburnum*)

The large rounded balls of snow-white flowers in May and June, on drooping branches, make this a most attractive shrub indeed. Grows to a height of 6 to 8 ft.

Each 50 cents. 10 Plants \$3.50



## PLANTS FOR ROCK GARDENS

Rock gardens have become highly popular, and they may be either pretentious or modest according to the available space or the size of purse, and still be beautiful and highly satisfactory.

The ideal is to have something in bloom early, continuously in between, and as late as possible. This means the use of dwarf Tulips, Crocus, Chionodoxa, Grape Hyacinths and other small bulbs planted in the Fall. Tender Annuals such as Sweet Alyssum, Sand Verbenia and numerous others to be grown from seed and planted out in May. Also, depending on Hardy Plants for the main effect as perennials are the backbone of the Rock Garden.

In addition to the plants we offer on this page, primarily for use in Rock Gardens, you will also find the following plants listed on other pages as Hardy Perennials for the Hardy Border, also useful for the Rock Garden. They are: Mountain Pink or Phlox Sublata, Forget-Me-Nots, Plumbago, Snow-in-Summer, Alyssum, Saxatile, Carnation, Bleeding Heart, Columbine, Primrose and Violas.

### ARMERIA Sea Pink

Attractive evergreen tufts with innumerable flowers blooming intermittently from early Spring to late Fall. Colors bright rose or white. 9 to 12 in. stems surmounted by clusters of flowers.

Each 30c. Dozen \$3.00.

### DWARF Alpine Asters

Grow 6 to 10 in. high with showy purplish flowers in May and June. Also with white flowers.

Each 25c. Dozen \$2.50.

### CAMPANULA Carpatica

Blooms June to Oct. Compact tufts of foliage; clear blue flowers on stiff, erect stems not over 8 in. high. Also white flowers.

Each 30c. Dozen \$3.00.

**DIANTHUS** Dectoides or Maiden Pink. A creeping variety for the Rockery with pink or white flowers in June and July.

Each 25c. Dozen \$2.50.

### GYPSOPHILA Repens

An excellent trailing plant for the Rockery with clouds of small white flowers in July and August.

Each 25c. Dozen \$2.50.



### HELIANTHEMUM or Rock Rose

Low evergreen plants, during July and Aug. are quite hidden by a mass of bloom in white, golden yellow, pink or red.

Each 35c. Dozen \$3.50.

### HEPATICA or Liver Leaf

A pretty spring flowering plant for a shady spot. Light blue flowers.

Each 25c. Dozen \$2.50.

### IRIS Cristota

A tiny species 4 to 6 in. high with delicately marked pale lilac blooms in May and June.

Each 25c. Dozen \$2.50.

### LEONTOPODIUM or Edelweiss

An Alpine beauty well known to Swiss tourists. Also known as Snowflower. Blooms in June and July; 8 to 10 in.

Each 50c. Dozen \$5.00

### ICELAND Poppies

Green, fern-like foliage; blooms throughout the season, a profusion of leafless stems one foot high, bearing cup shaped flowers of yellow, orange or white. In mixture only.

Each 30c. Dozen \$2.50.

### SANTOLENA or Lavender Cotton

Dwarf plant with silvery-white foliage. An "Evergreen" species that holds in foliage.

Each 20c. Dozen \$2.25.

### SEDUM

Fleshy pale green foliage. The stems grow to a height of 15 to 18 in. and bear large bright heads of tiny rose colored flowers. Very attractive and pleasing.

Each 30c. Dozen \$3.00.

Note: Not less than three of a kind sold at the per dozen rate.

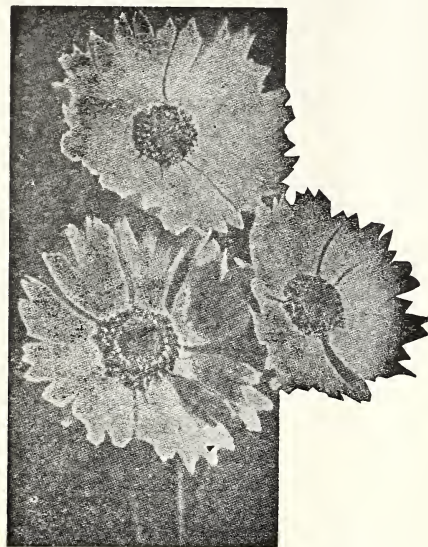
## FARGO'S CHOICE HARDY PERENNIALS

Improved forms of old fashioned flowers that are a pleasure and delight continually. They require but a minimum of care after planting and a grouping of them would improve most any lawn. They are of course, the "life" or the "backbone" of

the Hardy Border and the Rock Garden. Prices are graduated according to the amount of time and work consumed in filling an order. We can naturally quote lower prices on a dozen or a hundred of a kind than we can on a single plant scattered over a wide range of many varieties. Not less than three plants of one variety will be sold at the dozen rate; not less than 25 at the per 100 rate.

**COREOPSIS**—One of the most popular hardy plants and very easy to grow. The flowers are rich golden-yellow, gracefully disked in form, and serrated or irregular edges to the petals. Free bloomer all thru summer and autumn. Invaluable for cutting. Height 3 feet.

**DIGITALIS (or Foxglove)**—As gorgeous and attractive as Gladiolus. Old fashioned, stately and dignified. Grow 3 to 6 feet tall. Foliage rich and luxuriant. Bloom from June to August.



Coreopsis

New Bedford, Mass.

I have had most satisfactory results \* \* and I am enclosing another order for Fall delivery.

Alton I. Macomber.

**DELPHINUM (or Larkspur)**—The prevailing colors are blue on tall plants of fine form and neat attractive foliage. By cutting the plants down to the ground immediately after blooming and digging in a little bone meal about the plants, second and third crops of flowers can be had in one season. Height 4 feet.

**SNOW-IN-SUMMER**—Silver foliage, with white flowers in June; a planting very soon looks like a veritable sheet of snow in summer from a little distance. Dwarf, suitable for bordering beds, for carpeting, for covering graves, and for the rock garden.

**CAMPANULA**—Not only are Campanula extremely hardy for outdoor planting, but when potted up and flowered indoors they are amongst the most showy of spring flowers. Bearing spikes of lovely bell shaped flowers, of blue, white or pink, they certainly produce a lovely and charming effect. Our offering is in a mixture of colors only.



Price 35c Each. Dozen (Not less than three of one kind) \$3.00.

100 by Express (25 or more of one sort) \$20.00.



## FARGO'S CHOICE HARDY PLANTS



Bleeding Heart

**BLEEDING HEART.** An old time favorite, and now quite scarce. The beautiful silvery-green foliage, with its numerous graceful sprays of heart shaped flowers, make an attractive display. Suitable for the lawn, the hardy border and for forcing in pots. 75 cents each; 3 for \$2.

**ARTEMISIA SILVER KING.** Here you will find a plant of wonderful beauty and contrast for landscaping, as well as being useful for bouquet work. The foliage is a strikingly beautiful rich silver-white and the plant grows to a height of 3 feet. For bouquets the foliage is equally useful fresh cut or dried for winter use. You will find this plant unique, and almost in a class by itself, and will surely welcome it to your hardy border.

**MOUNTAIN PINKS.** These are the Phlox Subulata so common to the hillsides in spring, when the dwarf, mosslike foliage is covered literally with the bright pink flowers. They present a beautiful picture when used on embankments, terraces and in the rock garden. Also useful for covering graves.

**PLUMBAGO.** Very desirable plants for borders and rock gardens; dwarf spreading habit, growing 6 to 8 in. high and covered with deep blue flowers during summer and fall.

**RIBBON GRASS.** White and green stripes; grow 18 in. to 2 ft. high. An excellent grass for bordering large beds and for margin planting for Lily pools.

**HARDY GLOXINIAS.** Truly a charming plant is this one. The flowers much resemble those of the Gloxinia; pink in color with a yellow throat, and borne on tall stems. It likes a light rich soil and a sunny position. The roots however should be stored in the cellar and covered with soil during the winter as it is not perfectly hardy in the north. Hardy Gloxinias are bound to attract attention and comment wherever shown. Each 75 cents. 3 for \$2.25.

**MARSHMALLOW (or Hibiscus).** They grow 5 to 6 feet high and bear enormous bell-shaped flowers in white, pink and rose. Like a moist spot but do well most anywhere. Blooms in early July to late September. Mixture of colors.

**SWEET LAVENDER.** Delightfully fragrant blue flowers in July and August. Height about 18 inches.

Except as otherwise noted, each 30c.

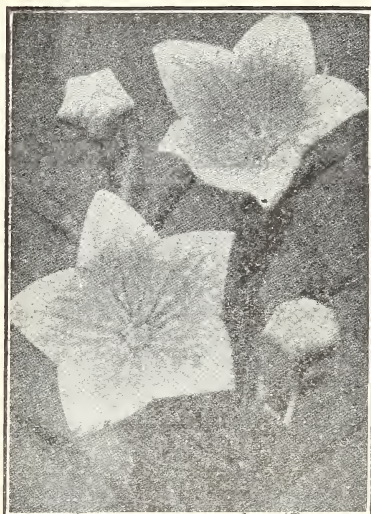
Dozen (not less than three of a kind) \$3.00

100 by Express (25 or more of a kind) \$20.00.

Millbrook, N. Y.

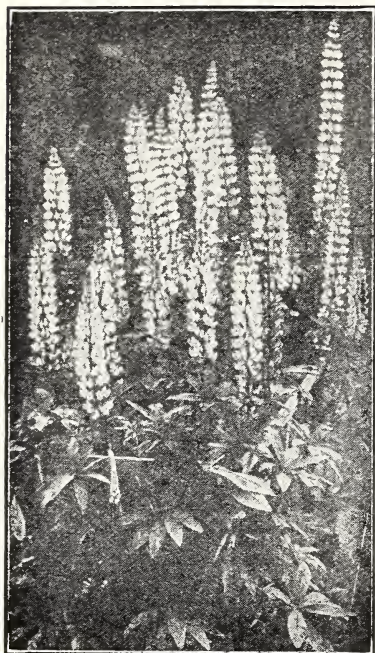
I received my bushes last Monday and want to say I am very much pleased as they are all leafing out.

Yours truly,  
Mrs. P. H. Risedorf



Platycodon

## FARGO'S CHOICE HARDY PERENNIALS



**Lupines**

### LUPINES

The lovely large spikes of bloom in May and June are very pleasing. This is a very effective plant, growing to a height of three feet. Assorted colors.

### YELLOW PRIMROSE

Lovely flower; fine for exposed sunny positions, blooming the greater part of the summer. Height 18 inches.

### ORIENTAL POPPY

More gorgeous than the Annual sorts; grows 3 ft. high, and in May and June their splendor is hard to equal.

### COLUMBINE

(*Aquilegia*). These new long spurred hybrid types are fine for garden effect and for bouquets. Everybody admires their light airy appearance.

### GYPSOPHILA

(*Baby's Breath*). Tiny white flowers in myriad clusters. In great demand for use in bouquets and for drying.

### ACHILLEA

A single plant will produce a wealth of flowers the first summer, but when established the second year they have myriads of perfect flowers on a single plant at the same time. It commences to bloom early in July and is a perfect mass of beautiful flowers until frost, the same blooms keeping perfect for weeks. The small flowers are pure white, and produced in large sprays, making it one of the finest cut flowers for mixing in with bouquets, vases, baskets, etc. For cemetery planting it is also valuable; in fact it is also called "The Great Cemetery Plant."



**Achillea**

**L.I.A.T.R.I.S. or Blazing Star.** Showy and attractive; succeeds anywhere. Produces large spikes of light purple-rose flowers in July and August. Height 5 feet.

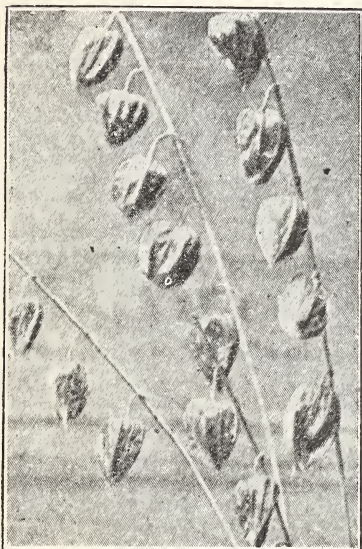
**GAILLARDIA or Blanket Flower.** One of the very showy sorts; succeeds anywhere if given a sunny location. The large gorgeous flowers have a dark

red-brown center, with the petals marked in rings of brilliant colors. Grows 2 feet high and blooms in June and the balance of the season.

Prices of plants on this page are as follows: Each 35c. Dozen—(not less than three of a kind)—\$3.00. 100 plants (25 or more of one kind) by Express \$20.00.



## FARGO'S CHOICE HARDY PERENNIALS



### CHINESE LANTERN PLANT

Bears many orange colored lanternlike fruits that are very showy. Useful for cutting and drying for winter bouquets. Much used by florists.

### HELIANTHUS

Hardy Sunflower. Various shades of yellow; the flowers much resemble decorative dahlias. Tall growers; fine for cutting. It succeeds anywhere.

### BLUE SAGE

There are never enough blue flowers; and here is one that is liked exceedingly well. Blooms in profusion during August and September; the tall spikes of sky-blue flowers growing to a height of 3 or 4 feet.

### HOLLYHOCKS

Make fine backgrounds, hide unsightly views and the tall spikes of double blooms certainly make gorgeous bouquets for big vases. A wide variety of bright and attractive colors. Height 5 to 6 feet.

**CENTURIA.** Fine for the perennial border and for cutting. Bears a wealth of lovely blue flowers in May and June. Height 2 to 3 feet.

**HARDY CARNATION.** Choice mixed varieties that will be much appreciated in the hardy border.

**JAPANESE BELL FLOWER** or *Platycodon*. Very similar to the *Campanula* family, but bearing blue or white star shaped flowers from July to October. Grows 2 to 2½ feet tall. One of the most deservedly popular of hardy plants.

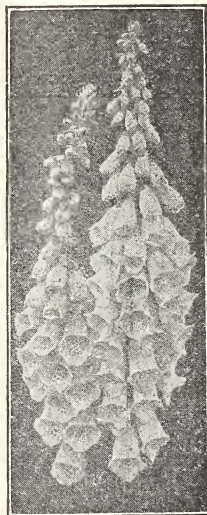
**VERONICA** is another excellent hardy plant, growing 2 to 3 feet high, bearing long spikes clustered with lovely deep blue flowers from mid-July to September.

**BERGAMOT.** Showy red flowers in profusion; grows 2 to 3 feet high, succeeds anywhere. Blooms July-August.

**PHYSOSTEGIA** or *False Dragonhead*. Grows to a height of 3 to 4 feet, and bears long spikes of delicate snap-dragonlike flowers in midsummer.

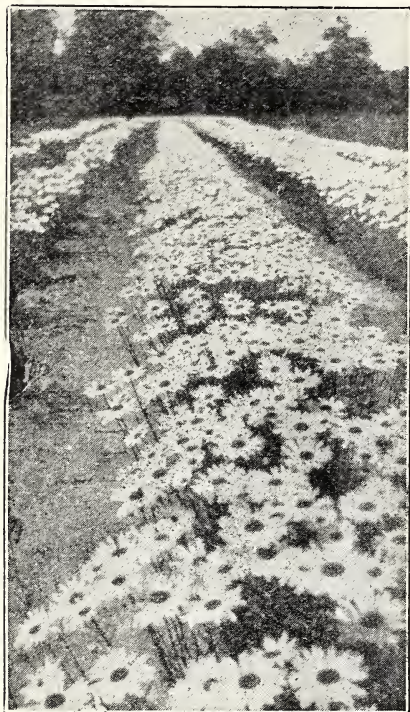
Each Plant 35c. Dozen (not less than three of one kind) \$3.00. 100 by Express (25 or more of a kind) \$20.00.

**PYRETHRUM** or *Painted Daisies*. An old fashioned plant bearing many bright flowers in June; colors, various shades of rose, pink, also white in mixture. Fine fernlike foliage. Likes lots of sun. Very attractive plant. The flowers borne on stiff stems 2 to 3 feet in length; they make wonderful bouquets. You will be delighted with it.



Digitalis

## An Improved Strain of HARDY DAISIES



For wealth of bloom, and ease and quickness of propagation the famous H & E strain of Hardy Daisies holds a leading place among the hardy perennials. The enormous white blooms with bright yellow centers, carried on wiry upright stems two feet or more in length, make these flowers extremely useful for cutting and they find a ready source of income as cut flowers, while their long blooming season and great hardiness insure them a permanent place in the hardy border. For bordering walks, drives, paths, embankments, etc., they provide certainly a WONDERFUL and artistic display at very small cost.

Of easy culture, they do well in any sunny location, even when the soil is only fairly rich. Of course mulching thoroughly, cultivation and consistent watering during the growing season always produces the best results, but these plants will, on the other hand, stand considerable neglect without harm.

The above illustration shows a planting of H & E Hardy Daisies, all of which were grown from an original stock of only 100 plants, set out in the Spring of

1926. The following Spring those plants supplied about 150 blooms for each plant, and in August 1927 the original plants furnished enough divisions to make the planting partly shown in our illustration. In some cases 100 divisions were secured from a single plant. More blooms were produced by this plot the next May than the growers could dispose of, although they sold about 75,000 flowers locally, sent 16,000 to the city market for Mother's Day and hundreds more given away for church decorations, and YOU too can do as well if you wish. A heavy application of stable manure was given at the time the plants were set out, but during the growing season only ordinary cultivation was sufficient for the excellent results obtained.

Each 35 cents. 12 for \$3.00. 100 by Express \$20.00.



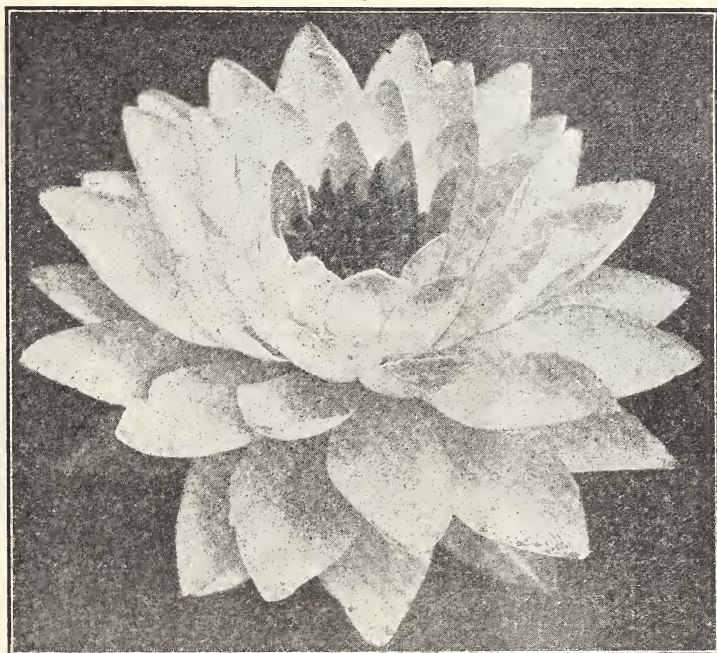
**HARDY PHLOX**

Among the hardy perennial plants, no class is of more importance or more in public favor today, embracing as they do, a wider range of attractive colors than is found in any other hardy plant, while their gorgeous masses of color are unrivalled by any other summer flower.

Hardy Phlox are distinctive and effective, begin blooming the first summer, and bloom for a very long time. We have an excellent assortment of bright showy colors in mixture. Each 35 cents. Dozen \$3.00. 100 by Express \$20.00.



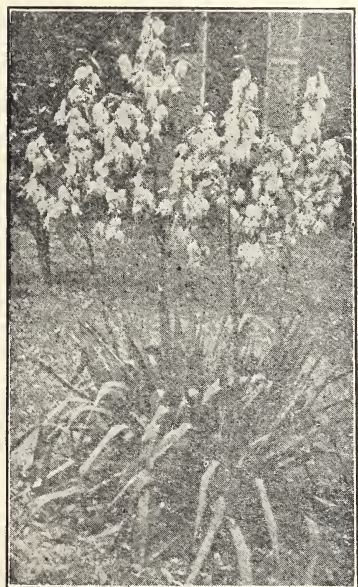
## HARDY WATER LILIES



This is our hardy native Water Lily, suited alike to growing in ponds, lakes or in tubs. It is a very strong, vigorous grower; the flowers pure white, five to seven inches across. If you have no stream or lily pool, grow several planted in a tub sunk in the ground. They are suitable for the smallest yard or most pretentious estate. To plant just lay the roots in the mud at bottom and weight down one end with a flat stone. Ready for delivery after April 15th. Each 50c. 3 for \$1.10. 6 for \$1.98.

### YUCCA or Adam's Needle

Very beautiful for the hardy border, for bordering drives, and for planting in groups on the lawn. Beautiful swordlike foliage. In August the plants bear tall stiff stems, well branched, and loaded with beautiful creamy-white bell-shaped flowers that make a very pleasing and showy display. Each 40c. 3 for \$1.10.



Yucca

### Hardy PERENNIAL PEAS

In full bloom in the spring before the annual sorts begin to flower, and continuing thru the season. Bloom year after year; growing 8 to 10 feet high. Lovely clusters of pink, white and rose blooms. Fine for screens and fences.

15 plants for \$1.10.



## FARGO'S HARDY CHRYSANTHEMUMS

For queens of all late flowers we must give preference to the Hardy Chrysanthemums. These are the Large Flowering Hardy sorts; **Chrysolora**, a choice early blooming type, and five other especially selected of the desirable old fashioned varieties best adapted for permanent planting amongst shrubbery and in the hardy border. The plants are literally covered with flowers from the middle of September until after the snow flies. They should be planted liberally, as the fine shades we offer are specially showy, and the plants increase in size and beauty each year. Why not make a place for a dozen, or so at least of these desirable plants?

**Angelo**—Beautiful bright pink.

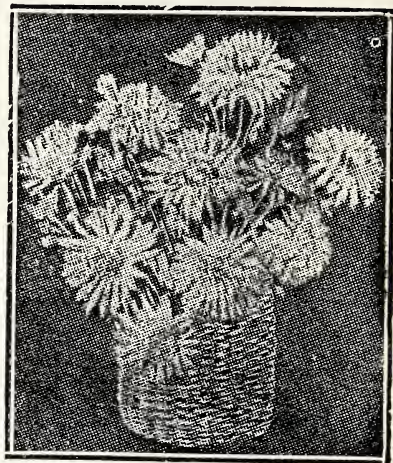
**Chrysolora**—Large early yellow with petals incurved.

**Lucifer**—Handsome deep crimson.

**Oconto**—Lovely pure white.

**Zelia**—Orange bronze.

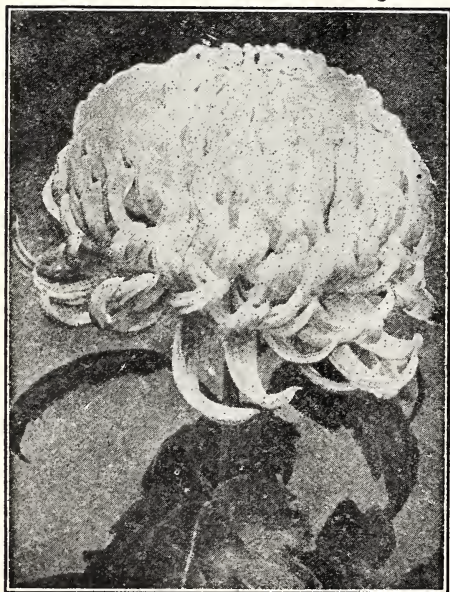
**Comoleta**—Late yellow.



Each 25c. Dozen—\$2.50 (Three or more of one kind) at the per dozen rate.

### CHRYSANTHEMUMS

#### FOR POTS



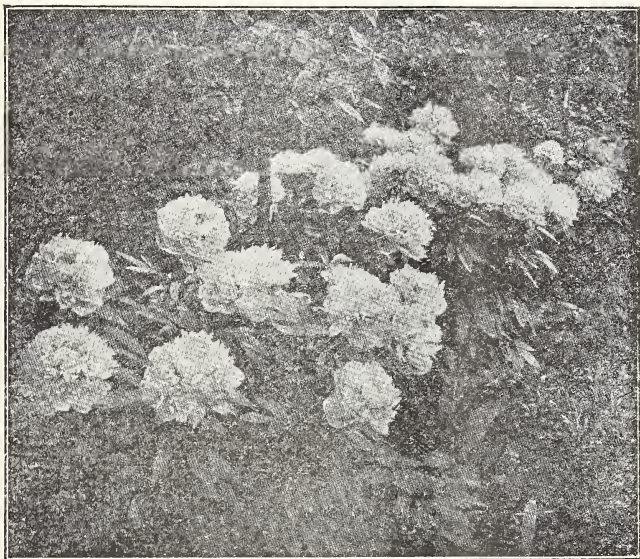
These glorious flowers are the showiest and most popular of all for late Fall and early Winter blooming. As I write this (November) I have a fine big bushy plant in my parlor now in full and gorgeous bloom; a hundred or more fine flowers on it at one time. Just the spring before, it was a small plant from a 2-in. pot, set out in the garden, the tips pinched off occasionally during the summer to make the plant bushy, dug up and potted in September—and now in November a thing of joyous beauty. Big plants in bloom sell in florists shops for \$1.00 to \$10. or more. You can quickly grow and bloom your own as I have explained here, and all the cost will be

Each 25c. 5 for \$1.10.

Colors: Yellow, pink and white.



## FARGO'S GORGEOUS PEONIES



For our Spring offering we have picked out a few outstanding Peonies to offer as a REAL attraction; Peonies and prices that we feel sure our patrons will appreciate.

**FESTIVA MAXIMA White** The blooms are of the largest size and perfectly double to the very center. The color is pure white with the center petals flecked with crimson. Can be had on three foot stems and usually in bloom for Decoration Day. Look no further for a delightful white. Standard 3 to 3 eye divisions. A real 50 to 75c value for 50c each or 3 for \$1.25.

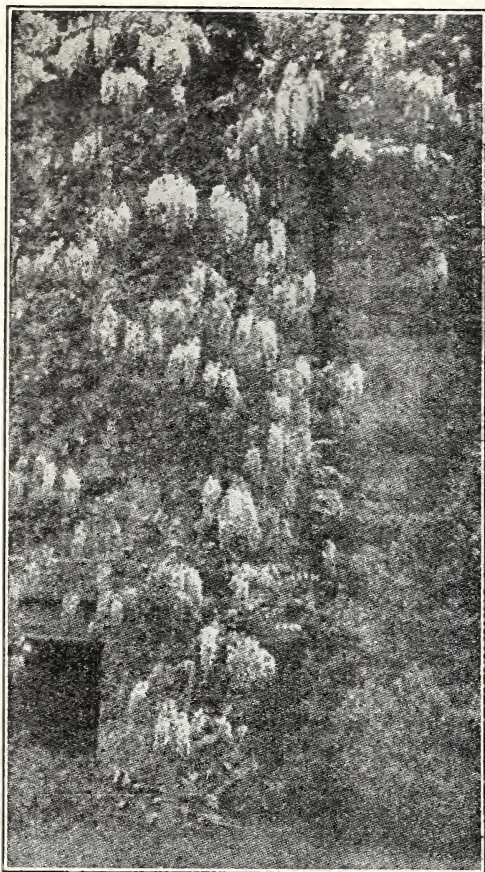
**EDULUS SUPERBA Pink** Another wonderful Decoration Day variety. Blooms of June rose fragrance measuring seven to eight inches across. Color a most beautiful clear bright mauve-pink with silvery reflex. Only 65c each or 3 for \$1.75.

**FELIX CROUSE Red** Peony lovers know the difficulty of getting a real good self-red Peony; that is to say a full rich even shade of red without other unwanted purplish shadings. **Felix Crouse** is a rich, even, brilliant, dazzling ruby-red. Exceptionally fiery, bright and effective. Blooms in midseason. Each 75 cents and well worth it.

**GOLDEN HARVEST** A most striking variety and very free blooming. The color of outside row of petals light pink; center creamy yellow, sometimes a row of white petals tipped with crimson at the top. "Peaches and cream" just about describes it. One writer says "We take off our hats as they pass by and cheer for beauty." Previously we asked one dollar for Golden Harvest, **NOW only 75c each or 2 for \$1.25.**

**MIXTURE** For those mainly interested in a bright showing or desiring abundance for cutting, a mixture is often just as satisfactory as named varieties. We therefore, offer a mixture of varieties that would usually fetch 50c to 75c if sold from catalog under name, but in mixture we can make a low figure of only 29c each if purchased in lots of five or more, or 28c each in lots of ten or more. Choice of red, white, pink or mixture.





#### CLEMATIS PANICULATA

Another excellent and very popular climber for porches and screens. Rapid grower; perfectly hardy, and in August the plant becomes a fragrant sheet of white, covered by myriads of small star-like flowers. Foliage is dense, and a pleasing shade of green.

Each 40 cents;      3 for \$1.00

#### CHINESE CINNAMON VINE

Beautiful heart shaped foliage and fragrant blossoms. Grows well in even the poorest soil. Quickly surrounds windows, doorways, arches, etc., with its pretty foliage. 6 Tubers of this Vine for Only \$1.00.

#### JAPANESE BITTERSWEET

An ornamental vine for some odd corner. Large foliage, yellow flowers succeeded by clusters of orange-red berries which are ornamental on the vines and desirable for winter house decoration. 2-yr. old plants 75 cents each. 3 for \$2.00.

#### WISTERIA

What a perfect bower of beauty a single plant of WISTERIA becomes. For a porch screen, for arbors, trellis, pergolas, summer houses, fences or the side of a house, and for completely covering outbuildings, it is difficult to find a better suited plant, it is one of the very best, sturdy and rapid climbers that we have, and during the month of May it becomes loaded with a wealth of enormous trusses of gorgeous bloom. It grows easily anywhere, but when first planted it is advisable to feed it well in order to give it a vigorous start. 2 yr. plants 75 cents each or 3 for \$2.00.

#### BOSTON IVY

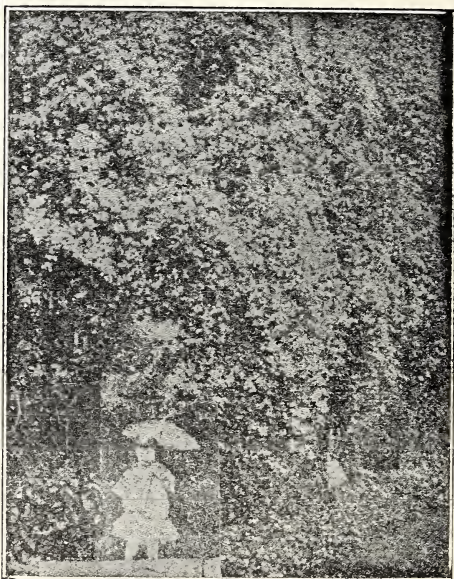
Our very best vine for growing on brick or stone walls. Clings tight; perfectly hardy; beautiful summer and fall.

Each 60 cents;      10 for \$5.75.

#### JAPANESE KUDZU VINE

The most rapid growing vine we know of. Has been known to grow twenty feet in a week. Foliage large and tropical. Dies down in the winter and starts new growth from the roots in early spring. Try to stop this plant from growing, and see if you don't run into a snag. You will like this vine.

35 cents each; 3 for \$1.00.



Clematis Paniculata.



## WONDERFUL NEW RED-LEAVED BARBERRY



It is only once in a lifetime that a really worthwhile novelty in hardy shrubs is introduced, but we surely have it in this gorgeous plant. The foliage of the new Red-Leaved Barberry, particularly when planted to a full sunny exposure, is a rich, lustrous bronzy-red, similar in coloring to the Red-Leaved Japanese Maples. The high coloring of this plant is unequalled by that of any other shrub. Its richly colored foliage, with the green of other plants for a background, stands it out in bold relief. It will provide a wonderful addition to any massed shrubbery planting, it will add a brilliant splash of color in the hardy border, and is excellent for individual planting.

Except in its color it is similar to the green Barberry, but the rich red of this new plant becomes even more brilliant as the summer advances, and in the

fall changes to vivid orange, scarlet and red shades, followed of course by the brilliant scarlet berries that remain to add a touch to the winter landscape. Offered this year in one size only.

**Strong plants 12 to 15 inches high, 75 cts. each. Dozen—\$7.50.**

**Strong plants 15 to 18 inches high, \$1.00 each. Dozen—\$10.00.**

### GRAPE VINES

You will surely enjoy rich, sweet, luscious Grapes of your own growing each year, gathered right from the home garden. You will make no mistake in planting these four excellent well-known sorts.

**Niagara:** The finest white grape grown. Bunches large, fruits sweet and fine flavored.

**Brighton:** A large beautiful red grape of most exquisite flavor.

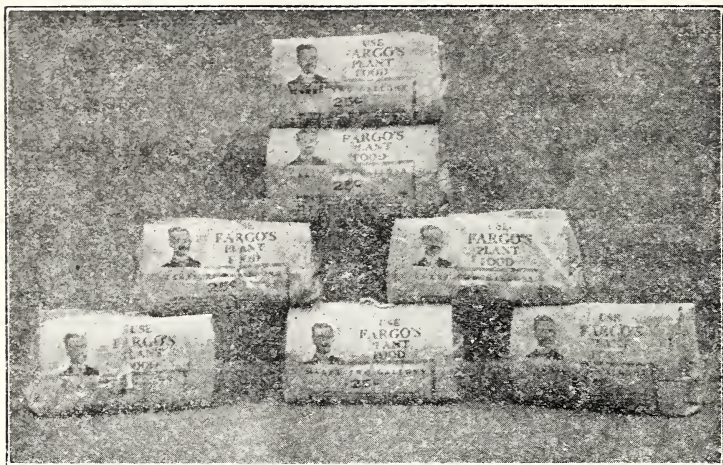
**Worden:** Immense black grapes of superb quality.

**Concord:** An old standby. The best known purple grape.

**All fine strong 2 year old Grape Vines:**  
**Price 40 cents each.**  
**10 Plants for \$2.98.**



## FARGO'S PLANT FOOD



Use

**Fargo's**

**Plant**

**Food**

**12 lbs.**

**FOR ONLY**

**\$1.98**

The sale of our special Plant Food has been enormous now for several years and if you desire better, larger, brighter flowers, and more of them, with longer, stiffer stems and deeper green foliage; use **Fargo's Plant Food** at planting time, and at intervals during the growing season. Particularly, use it on your Rose beds, your Asters, Sweet Peas, Gladioli, Hardy Perennials, Tender Bedding Plants, Potted House Plants and your Porch and Window Boxes. A  $\frac{1}{2}$  lb. of **Fargo's Plant Food**, (water added), makes 2 gals. of quick acting liquid plant food. It is also used in its dry form, in which instance it is used in proportion to the size and nature of the plant. For instance, in planting your Roses, mix a third to half package of plant food thoroughly with the soil around the plant. Liquid applications again in mid-summer are also desirable. In planting bulbs place a little of the plant food in the bottom of each hole or furrow and mix with the soil. In fact, using **Fargo's Plant Food** whether dry or liquid, is optional with the user. Particularly, however, for use on potted house plants, window boxes, potted ferns, etc., we recommend using it in liquid form and giving regular applications every ten days or so until desired results are had. Formerly sold at 12 lb. for \$3.00; the price for this season is a 12 lb. bag for only \$1.98. Shipment by parcel post prepaid within the first two postal zones; by Express, charges collect, to further away points.

## This Fertilizer Especially for the Lawn It Encourages Grass      It Discourages Weeds **SULPHATE of AMMONIA**

Use Sulphate of Ammonia and have a lawn to rival the velvety weedless green of a well-kept golf course. Sulphate of Ammonia sets up a condition of the soil which encourages the growth of grass and discourages the growth of weeds. Use it and your sod will show a wonderful improvement—much healthier grass, much less weeds. Continue its use and you can have a lawn free from weeds. In Sulphate of Ammonia we have the best single chemical fertilizer that can be used on a lawn. It is easy to apply; looks like fine dry sand, just scatter it evenly when the grass is dry, then give a thorough soaking with the hose, or if you prefer, you can dissolve it in water and apply with the sprinkler. A tumblerful of the Sulphate to 3 gals. of water is about right. Sulphate of Ammonia is a powerful fertilizer and if used too strong may burn the grass, and if used in dry form the hose should be used to wash the fertilizer off of the grass and into the soil. It is economical to use, equal to forty times its weight in stable manure, odorless and 10 lbs. will treat 2500 sq. ft. (or in other words it is enough to treat a plot 25x20 five times). 10 lb. bag of Sulphate of Ammonia \$1.98. Shipment to points within the first two postal zones by parcels post, prepaid. Further away points by Express, charges collect.



## PULVERIZED SHEEP MANURE

**A 100 lb. Bag Equals a Whole Wagonload of Barnyard Manure.**

Also, it contains no weed seeds to become a pest and nuisance later on. Lawns, gardens and flower beds are all brighter and better for the liberal use of **Pulverized Sheep Manure**. It is prepared by special drying, screening and grinding process which destroys every weed and eliminates every bit of worthless bedding and foreign matter. Only the pure fertilizer in most concentrated form is packed in bags for convenient and economical use. Only requires one-half ton to the acre, so a 100 lb. bag will be sufficient for a good size lawn. If you would have the finest greenest lawn in your neighborhood, the brightest flowers and the most productive garden you may do so at very small expense by using **Pulverized Sheep Manure**. It makes grass, plants and flowers all "fairly sing for joy." Bag of 100 lbs. by either freight or express for only \$3.85.

## SIXTY DAY FREIGHT FREE OFFER

### On Sheep Manure and Tobacco Mulch

**60 Day Special:** On all orders for **PULVERIZED SHEEP MANURE** and **TOBACCO MULCH** reaching us on or before March 1st shipment will be made direct from our source of supply to you freight charges paid by us. This means an approximate saving of 60c to \$1 on a bag. Orders received after March 1st we cannot prepay these charges, having then already paid the freight from source of supply to Frenchtown. If this catalog reaches you before that date, be sure to get your order in before March 1st and thus make a worthwhile saving. (This prepaid freight offer applies on Tobacco Mulch only on shipments east of the Miss. River. Sheep Manure being shipped from the Union Stock Yards we will accept prepaid orders to all points east of Denver.)

### Tobacco Mulch

Useful for mulching beds of Roses, Annuals, Hardy Borders, etc., as it keeps the soil cool and retards moisture. Applied after cultivation it keeps down weeds and insect pests, acts as a fertilizer and finally as humus when dug into the soil in the Fall.

Scattered over the lawn the Mulch soon sinks down out of sight and protects the tender grass roots as well as driving out worms, ants, snails, moles, etc.

In using as a mulch on Flower Beds, apply it two inches deep. It has the triple advantage of being an excellent mulch, a fertilizer worth six to eight times the value of stable manure, and acting as an insecticide as well.

Sold only in full bags (100 lbs.) and shipped direct from the factory at Yorklyn, Del. Price \$3.85 for 100 lb. bag.

### Imported Peat Moss

Packed in compressed bales of 175 to 190 lbs. weight and shipped direct from New York City. Peat Moss is used for lightening heavy soils by digging it in. It is used for mulching Rhododendrons, Azaleas, Roses, etc., to keep the soil cool and moist. When the bale is loosened the contents cover 80 to 90 sq. ft. 3 inches deep. Also excellent for use in storing bulbs such as Dahlias, etc., as it keeps the stock plump and in fine shape. (We use it in packing all our Dahlia shipments.)

Other uses are for mixing with soil for potting plants, hot beds, cold frames, etc., scattering over lawns and golf courses to protect the grass roots and conserve moisture, for mixing with fertilizers for even distribution, packing fruits, &c. Conserving moisture is its one big job; acting like a sponge and preventing rapid evaporation and supplying plant roots with an even supply of moisture as needed.

Compressed bales of PEAT MOSS shipped by freight, charges collect, at \$4.00 per bale.

### Fine Tobacco Dust

As soon as you see the green aphid or plant lice sucking the very life's blood from the tender new growth of your plants, wet the plants and dust heavily with fine Tobacco Dust. For lousy house plants take outdoors, cover with a cloth and insert a shovel of red hot coals covered with Tobacco Dust under the cloth. Also use a film or coat of Tobacco Dust on top to keep down insect pests. The cost of a 10 lb. bag of Tobacco Dust is \$1.25 postpaid anywhere within the first two postal zones, by express, charges collect, (or C.O.D. for cost of postage if so desired,) to points farther away.

## Fargo's Flowers From Seed

### and How to Grow Them

Our Flower Seeds are produced under the best of conditions and with the most painstaking care. Positively, they are **THE BEST SEEDS MONEY CAN BUY.**

Some seeds are much easier to germinate than others. Growers will have failures as well as successes. Some classes of seeds are unreliable even in the hands of professionals. Others could hardly fail with any sort of treatment.

Tender seeds should not be planted outdoors before May and expected to grow; many, however, may be started in the house from Feb. to Apr. and transplanted out in May. Neither should the seed be planted like corn and expected to do well. Sow about twice in depth the thickness of the seed. Very fine seed can be sowed from a salt shaker and pressed down with a flat block or board.

Seeds started indoors should be sowed in cigar boxes or shallow pans, in good soil and covered with glass until the young plants appear, when one side of the glass should be raised for ventilation. Keep moist, but not soaked, so as to provide the needed moisture and yet not "damp off" the young plants.

Do not transplant until after the two seed leaves have been succeeded by the regular leaves.

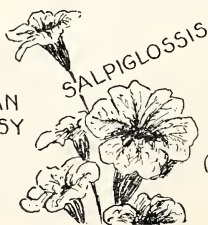
Flat seeds such as Ricinis, Gourds, Wild Cucumber, Coboea, etc., should be planted edgewise the same as you plant Lima Beans. Planted flat they would have a tendency to rot.

By following out these few and simple suggestions you should have more than the average of success.

#### THE ENTIRE 11 SEED PACKETS

Of choice Annuals as pictured on this page, and described elsewhere in this catalog, (a \$1.10 value), all mailed for only 85 cents.

#### PLANT FARGO'S FLOWER SEEDS





## THE CHOICEST SWEET PEAS OBTAINABLE

Our re-selected Spencers are as far superior to the usual Spencer mixture as the latter are to the old Grandiflora type. They are the "last word" in daintiness and beauty and are amongst the Queens of Annual Flowers. Their popularity is justly deserved and is due to their increasing size, exquisite colors, many of which beggar description, and added charms of its new waved type. True "Spencers" can never be sold as cheaply as others, yet the great number and wonderful beauty of the flowers more than make up for the small extra cost.



### RE-SELECTED BLEND MIXTURE

For those who desire a showy row of choice types and many colors at a moderate price, this blend is ideal. It is the very best blend possible to produce for the money, and always delights with its grand variety of shades and colorings.

Packet 10c; Oz. 30c; Lb. \$2.50

### MIXTURES OF LIGHT SHADES

Some do not care for the deeper colors, so this special mixture is made up of only the lighter shades such as white, cream, pink, lavender, salmon, etc.

Packet 10c; Oz. 30c; Lb. \$3.00

### SEPARATE COLORS

For those who prefer separate colors we offer white, pink, striped, orange, scarlet, salmon, blue and also the famous orange-scarlet "Fiery Cross," all of them in 10c packets. Also by the ounce at 35c.

### FLUFFY RUFFLES

The new giant ruffled Sweet Pea; the first of the ruffled type. The color is a lovely rich rose-pink and 12 sprays make a more massive bouquet than 18 sprays of the ordinary type.

Pkt. 15c; Oz. 70c

### DWARF CUPID

Grow about 6 in. high and form a dense mass of foliage. For light dry soil or where the tall sorts do not do well, Dwarf Cupid will thrive. Also very nice for borders and for pots.

Pkt. 10c. Oz. 30c.

### CHOICE NOVELTY MIXTURE

Made up from the latest and finest varieties of recent introduction. It also contains a number of new and choice California seedling varieties. All the leading shades and colors are represented in this superb mixture.

Packet 15c; Oz. 40c; Lb. \$4.00



## SUPERB NEW BEAUTY ASTERS



This entirely new type of aster was first introduced in 1917. The type is similar to the American Late Branching Aster but the flowers are larger and stems longer. Grows 3 ft. high and bears immense flowers measuring 4 to 5 inches across. The plants make well rounded bushes and bear a profusion of gorgeous flowers.

To those who think they know Asters, and yet have not seen the New Beauty Aster in bloom we would say that here is a true revelation of beauty, embracing all the fine showy colors.

Immense in size, of good substance and long keeping qualities and on long stiff stems, the Beauty Asters are unexcelled for cutting.

We offer packets of the following colors:

**American Beauty**—The original of this new type. A rich rosy-carmine or American Beauty shade.

**White Beauty**—Very large.

**Lavender Beauty**—Extremely fine.

**Packet 10 cents.**

**September Beauty**—Lovely shell pink.

**Purple Beauty**—A deep rich shade of purple.

**Happiness**—a real good blue.

**All 6 Packets for 50 cents.**

### GIANT CREGO ASTERS

This is one of the most beautiful of the newer types. The flowers are of very graceful form, of immense size and borne on long slender stems. Blooms of this new variety frequently measure 4 to 5 in. in diameter. The petals are peculiarly twisted and curled, presenting a very beautiful appearance. Bloom in profusion during mid-season. Fine also for beds and for cutting. Colors: Pink, White, Azure-Blue, Purple, Crimson and Rose.

**Pkt. 10c; All 6 pkts. 50c.**

### KING ASTERS

A midseason bloomer. Flowers large, with long narrow petals much folded as to appear quilled. This is a very durable variety both for bedding and cutting, offered in the following colors: Crimson, Rose-pink and White.

**Pkt. 10c; All 3 pkts. 25c.**





## FARGO'S GORGEOUS NASTURTIUMS



Certainly they make lovely bouquets for the table, and they can be had so long, and at almost no cost of either time, trouble or money. So easy to grow that a child can plant and take care of them, not troubled by drought or insects, bloom all season long, and one of the choicest and most widely grown annuals. Admired alike for their brilliant flowers and attractive foliage. The seeds are much used for putting up with mixed pickles. The tall sorts are much used for planting inside privet hedges. The vines climb upon the hedge, producing a very pretty effect. The dwarf sorts are very effective for beds or borders.

We offer the following sorts of Nasturtiums: **Giant Climbers** in a mixture of many bright colors. **Ornamental Leaved Climbers** variegated white and green foliage. **Dwarf Nasturtiums** for bordering walks and drives, edging flower beds, etc. Many brilliant colors. **Cloth of Gold**; dwarfs with bright golden yellow foliage and rich scarlet flowers. **Packet 10c; Ounce 20c.**

## Special Flower Seed Collection for 1931

### BORDER OR EDGING COLLECTION—

Phlox Drummondii, Ageratum, Sweet Alyssum, Lobelia; all for edging or borders. All 4 packets, 30 cents.

### HANGING BASKET COLLECTION—

Kenilworth Ivy, Canary Bird Flower, Sand Verbena, and Ice Plant. The 4 packets for 35 cents.

### BLUE FLOWER COLLECTION—

There are never too many Blue Flowers. Ageratum, Blue Salvia, Lace Flower, American Aster, Sweet Peas, Centurea and Lobelia. The 6 Packets for 50 cents.

### COLLECTION OF BEDDING FLOWERS—

Angels Trumpet for center, then a row of Blue Sage, next Phlox Drummondii, then Ageratum and Sweet Alyssum for edging. The 5 Packets for 45 cents.

### FLOWERS FOR CUTTING—

Curled and Crested Zinnias, Velvet Flower, Lupines, Gailardia, Scabiosa, Antirrhinum, Cosmos, and 3 packets Asters. The entire 10 packets for only 85 cents.

### ANNUALS FOR THE ROCK GARDEN—

Delightful Annuals to use for giving brightness and color to the Rock Garden are Sweet Alyssum, Portulaca, Sand Verbena, Golden African Daisy, Dwarf Marigolds, Dwarf Nasturtium, Feverfew, Kochia, and Petunias.

The entire 9 packets for only 75 cents.



## FARGO'S SELECTED CHOICE ANNUALS

The Annuals are Flowers that Bloom the First Season; Dying Down When Frosts Come in the Fall.

### ANTIRRHINUM—(Snapdragon)

This beautiful flower is becoming more and more popular every year and deservedly so. They are very easily grown and will live over winter if given slight protection. Make a fine display on the lawn and make elegant bouquets. Colors are rose, yellow, scarlet, white, etc., in mixed packets only. A bed of them will make a lovely display anywhere. Half-Dwarf; best for beds.

Packet 10 cents.

**AGERATUM**—Dwarf bedding plants; easily and quickly grown. Very popular solid beds, and as border plants; also excellent for pot culture. The color is a rich deep blue. Packet 10 cents.

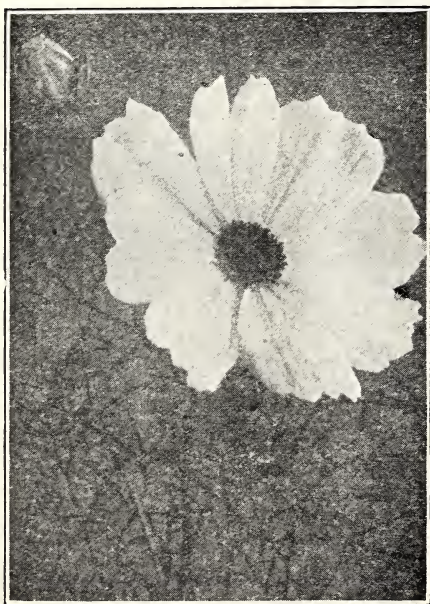
**ALYSSUM**—Little Gem. The plants are dwarf and spreading, grow only 3 to 4 inches high and each plant completely covers a space 12 to 20 inches in diameter. Soon becomes a mass of white for flowers, remaining in bloom from spring to fall. This is the finest variety of Sweet Alyssum. Packet 10 cents.

**NEW GIANT ANTIRRHINUM.** What wonderful flowers they are for cutting. The glorious colorings are difficult to describe, and these new Giants produce gorgeous spikes of bloom 3 to 4 feet tall, closely set with the large well formed flowers. Mixed colors 15c per packet. Pink or golden yellow 20c per packet.

**BALSAMS**—The flowers are waxy, showy and very handsome. It is not an uncommon sight to see 500 or more flowers at one time on a single plant. Fine among shrubbery or in borders. A very rapid grower and blooms quickly from seed. Top of each plant should be pinched back to make it form the branching habit. Pkt. 10c.

**BARTONIA.** The bright yellow flowers are borne in profusion all summer. Grows 12 to 18 inches high; flowers 2 to 3 inches across. Packet 10 cents.

**BLUE LACE FLOWER.** Each round head or bloom is made up of many sky-blue florets presenting a light, airy, magnificent appearance. Blooms profusely. Height two feet. Packet 15 cents.



Cosmos

**CENTAUREA, Cornflower.** Grows 3 feet high; flowers of many colors and fine for cutting. Also called Blue Bottle or Bachelor's Button. Mixed, pkt. 10 cts.

**CALENDULA.** Flowers very freely and of easy culture, succeeds anywhere and blooms continuously. The flowers are various shades of yellow and are double. Packet 10 cts.

**CANDYTUFF.** One of the most useful of hardy annuals bearing neat heads or clusters of flowers very freely. My Candytufts are Giant Hyacinth Flowered and very desirable for cut flowers. White and crimson mixed. Pkt. 10 cts.

**COSMOS—Early Flowering.** In bloom several weeks ahead of the other sorts. Mixed colors. Packet 10 cents.

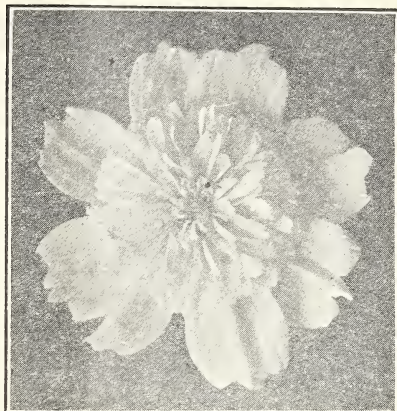
**COSMOS—Single.** (Late flowering) Are easily raised and of quick bushy growth, height 5 feet. Hundreds of beautiful flowers resembling single dahlias on each plant from Sept. to Nov. Colors are pink, white and crimson, mixed. Packet 10 cents.

**COSMOS—Crimson Ray.** A distinct sort. There are a great many more petals than in the common single varieties, narrow and fluted in shape. Color is a brilliant crimson, overlaid with a velvety sheen. Packet 10 cents.



**DOUBLE COSMOS**

Every flower lover, almost without exception, loves the Cosmos. As our photo will show, here is a flower, the new Double Cosmos, you will no doubt be anxious to see in your garden. It is really beautiful and the lovely flowers you will secure from the planting of our seed will well repay you and they will be sure to astonish and delight your friends. Grows vigorously to a height of six feet and covered with large flowers from September on. Colors: White and pink. Note: While these new types do not yet come 100% true to form, they are highly desirable. Very often the lower branches of the plants will all be perfectly double, while the upper branches will be of the single type. In any event the result is sure to be pleasing. 15c per packet. Both packets for 25c.



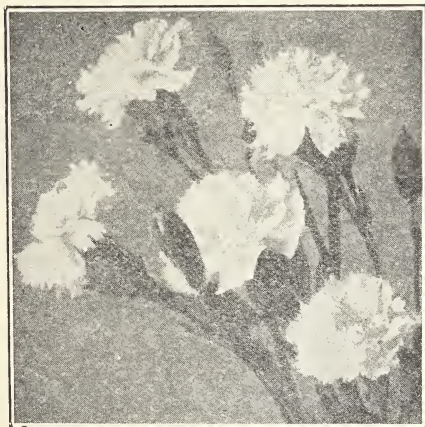
Double Cosmos

**DIANTHUS, Mirabilis.** The flowers are single and measure  $2\frac{1}{2}$  to 3 in. across. The fringed edges are most feathery and the colors range from pure white to richest crimson, both solid colors and also blotched and ringed in contrasting shades.

Mixed, packet 10 cents.

**DOLICHOS (Hyacinth Bean).** The flowers, somewhat resembling Snapdragon, are borne aloft on beautiful large spikes. The flowers are snow-white, and are followed by showy seed pods. Sow the seed about May 1st. You will be pleased with Dolichos.

Packet 10 cents; Ounce, 50 cents.



**CARNATIONS, Marguerite.** From seed sown in the garden in early spring, the plants begin to bloom in about four months. Hardy, and will live out all winter if given proper protection or may be cut back by removing the flower shoots early in the fall and potted for winter blooming in a cool room. The finest strain, all colors mixed. Packet 10 cents.

**DIANTHUS (Pinks).** Bloom freely all summer until frost. Few plants can equal them for beauty and popularity. Pink and white mixed. 10c packet.

**CHINESE WOOLFLOWER.** This plant has created a sensation wherever shown. Grows 2 to 3 feet high and each branch ending in a large rich crimson head of bloom that does not fade until frosts come. The plant is useful and effective for beds and borders and extremely so for cutting as the brilliant blooms retain their bright color for weeks. Packet 15 cts.

**OSTRICH FEATHER CELOSIA.** Every branch bearing a large pointed head of feathery, richly colored bloom. Last long for bouquets and can be cut and dried for winter use. Very showy colors: Crimson, red and golden yellow mixed. Packet, 10 cents.

**COCKSCOMB.** Most everyone has seen this showy plant, but it is now much improved to what it used to be. The bright red flower heads may be cut and hung up to dry for use in winter bouquets. Packet 10 cents.

**EVERLASTINGS** retain their form and colors when dried. Fine for mantel and table decorations in the winter. Should be cut as soon as in full bloom, tied in small bunches and dried slowly in the shade with heads downward to keep the stem straight. Packet of many sorts mixed, 10 cents.



### DAHLIAS EASILY GROWN FROM SEED

Dahlias from seed provide a chance to produce the world's Best Dahlias, and are sure to give you something beautiful and different from your friends and neighbors, and the pleasure of watching the development of each first bud—and all the thrills that go with it. Dahlias do not come true to name from seed hence the great pleasure derived in watching them develop. Seed planted early inside will bloom the first year.

Cactus Dahlia Seed, per pkt. 35 cents.

Decorative Dahlia Seed, per pkt. 20 cts.

Peony Dahlia Seed, per pkt. 15 cents.

Single Dahlia Seed, per pkt. 10 cents.

**DAHLIA COLLECTION**—The entire 4 packets for only 75 cents.

### DAISIES OF MANY SORTS

**PAINTED DAISIES**—The plants grow 12 to 18 inches high, and produce a profusion of flowers of many bright colorings, somewhat as do the Cinerarias. The foliage is dark green and quite ornamental. Painted Daisies, or annual Chrysanthemums, bloom profusely from July to October.

Packet 10 cents.

### GOLDEN ORANGE DAISY

A bed of them in full bloom is a grand sight. The plants are hardy, of branching habit and grow 12 to 15 inches high. Its flowers are a rich, glossy orange-gold with dark eye, and measure  $2\frac{1}{2}$  to  $2\frac{3}{4}$  inches across. Packet 10 cents.

### BLUE EYED DAISY

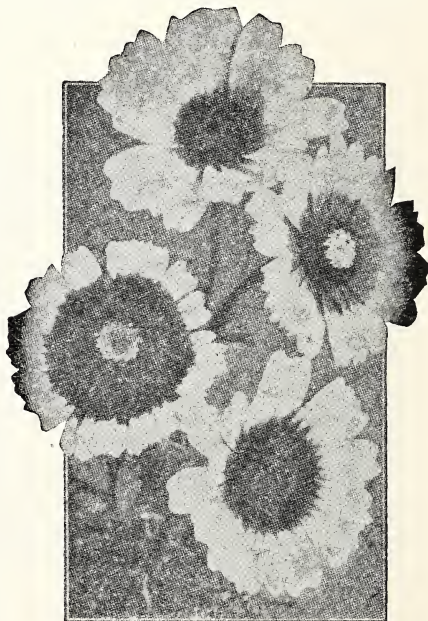
Silver white petals with a beautiful sky-blue eye. Easily grown from seed and quickly forming plants 2 feet or more across. Very odd and lovely. Packet 10 cents.

### SWAN RIVER DAISY

The flowers are small, light blue, Cineraria like. Bloom profusely, make a fine plant for edging beds, walks or paths; likes a sunny location. Packet 10 cents.

### SHASTA DAISY

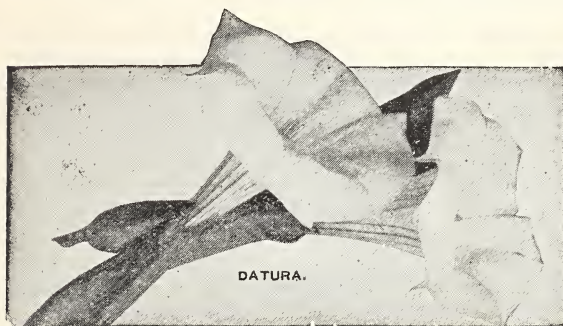
This famous giant, long stemmed white Daisy was originated by Luther Burbank. Easily grown and perfectly hardy, therefore excellent for permanent plantings and for cut flowers. Packet 10 cents.



Painted Daisies

**ALL 5 DAISY PACKETS FOR 40 CENTS**



**DATURA or Angels Trumpet**

Grow to a size of 2 to 4 feet and are excellent as specimens on the lawn. In the fall they may be taken up in large pots for winter house blooming. Bears a profusion of large white or yellow trumpet shaped flowers. Make fine plants for center specimens in flower beds, also for planting amongst shrubbery. Pkt. 10 cts.

**EVENING PRIMROSE**

Elegant hardy plants for sunny places in the border or rock garden. Blooms the greater part of the season. Height 12 inches. Packet 10 cents.

**FOUR O'CLOCKS**

Their habit gives their unique name, remaining tightly closed until about four o'clock in the afternoon, they all open together, giving the plants a vivid show of color, and filling the air with their fragrance. Height 2 ½ feet. Packet 10 cts.

**FEVERFEW**

A fine old-fashioned border plant, about 12 inches high, bearing clusters of pure white double flowers. Pkt. 10c.

**GLADIOLUS**

These flowers range all thru the colors from white to crimson with many of them beautifully variegated, and raising the bulbs from seed is an exceedingly interesting pastime. No matter how many bulbs you plant; try some seed too for the experience it will give you. Pkt. 15 cts.

**GODETIA**

A lovely free blooming plant that enjoys a cool location, where it will bloom all summer. Grows one foot high. Mixture of lovely shades of red, pink and blue, also white. Pkt. 10c.

**FORGET-ME-NOT (Myosotis)**

Succeed best in damp shady places. Planted in single row around a flower bed they make a beautiful border. Blue and white mixed. Packet 10 cents.

**GAILLARDIA (Blanket Flower)**

The flowers are large, brilliant and borne on long stems. Nice for bouquets. Bloom quite early and until frost. Mixed packets of red, scarlet, yellow and orange. 10 cents per packet.

**GYPSOPHILA (Baby's Breath)**

Small star-like flowers borne in feathery sprays; highly regarded for cut flowers as they lend a most graceful effect to bouquets. Packet 10 cents.

**HELIOTROPE**

We all know and love this grand and fragrant flower, but not many know that it can be raised from seed as easily as the Verbena. Choice mixture of many colors. Packet, 10 cents.

**IMPATIENS**

The plants grow 1 to 2 ft. high, and they are one of our most beautiful annuals. Branch well, and the flowers are borne in the greatest profusion; standing well above the plants. Colors: White, and on thru the shades of pink and red, also violet, in mixture. Packet 15 cents.

**JOB'S TEARS**

Vigorous growing Ornamental Grass, height 3 feet. Its large seeds, from which it takes its name, are used for beads. Packet 10 cents.

**ESCHOLTZIA (California Poppy)**

Very showy for beds or borders; finely cut foliage, many bright colors, free and continuous bloomers. Packet 10 cents.

**KOCHIA**

Also called "Summer Cyprus" and "Moses' Burning Bush." The plants are always round or globe-like in form and the stems are clothed in light green leaves. Early in the fall they are thickly set with small scarlet flowers, making each plant resemble a ball of fire. Very attractive as single plants or grow in continuous rows. Packet 10c.

**NEW RED LARKSPUR**

Grow quickly and flower freely and are distinct from the Perennial Larkspur or Delphinium. Color a lovely rose-red: something odd and unusual. Large flower spikes grow to a height of eighteen inches. Packet 10c.

**LOBELIAS**

Grow 8 to 12 inches high and covered with small star-like flowers. Fine as an edging for flower beds, hanging baskets, vases or for pots in winter. Blue and white mixed. Packet 10c.

**LAVATERA**—Grows to a height of about two feet and a splendid plant for cool location. The plants branch well and bloom profusely from July to Fall.

Packet 10 cents.

**LANTANA**—Shrubby plants that make a grand display the first summer. Clusters of Verbena-like flowers they bloom freely all summer. Mixed colors.

Packet 10 cents.

**LOVE-IN-A-MIST** or *Nigella*. One of the prettiest of the old fashioned Annuals. blooms in a few weeks and succeeds almost anywhere. Finely cut foliage and rich blue flowers. Height 12 to 15 inches. Packet 10 cents.

### MARIGOLDS

This beautiful yellow flower needs no description as it is an old favorite. Beautiful in the garden and fine for cutting. Grows 2½ ft. high.

**MARIGOLD—French Dwarf**. Attain a height of about one foot. Useful for edging flower beds or walks. Pkt. 10c.

**Marigold—Lemon Ball**. Very large round double canary colored flowers. Packet 10 cents.

**MARIGOLD—Orange Ball**. Enormous double rich orange flowers. Pkt. 10c.



Marigold

**MIGNONETTE**—This flower is a general favorite on account of its delicate fragrance and its lovely hyacinth shaped heads of bloom. Red, gold and cream mixed. Packet 10 cts.

**PHLOX, Drummondii**—When shown in a mass, the effect is truly charming. Of quick compact growth and comes into bloom early. Pink, white and scarlet mixed, unsurpassed in brilliancy and beauty of coloring. Per packet 10 cts.

**STARRED AND FRINGED PHLOX**—Flowers star shaped and delightfully fringed. Many bright shades, usually with a distinct white border. Pkt. 10c.

**PORTULACA**—This plant thrives in almost any location, plants grow rapidly and soon cover the surface of bed with foliage and bright flowers. Very attractive when shown in solid masses. Single, per packet, 5 cents. Double Rose Flowering, pkt. 10 cents.

**MORNING GLORY Dwarf**—Grows 10 to 12 in. tall. Mixed colors of blue, rose, purple striped and flaked varieties. Fine for beds or borders. Packet 10c.

**NICOTIANA** or Flowering Tobacco makes a fine bedding or background plant. The stately plants and star-like flowers are very attractive.

Packet 10 cents.



Nicotiana





**IMPROVED SHIRLEY POPPY.** Color combinations are brilliant and beautiful and come in shades of rose, pink, carmine, crimson, white, scarlet edged white, etc. Packet, 10 cents.

**TULIP POPPY.** Height 12 to 24 inches. Growing scarlet and bright yellow flowers from the middle of July to frost if sown in early May. Packet, 10 cents.

**PEONY FLOWERING POPPIES.** Large double blooms of all colors. Packet, 10 cents.

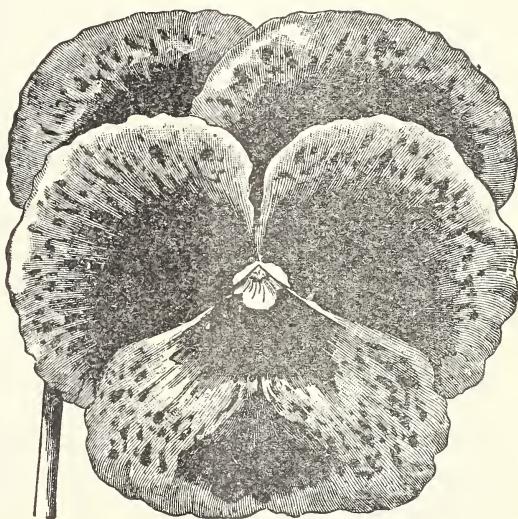
**FAIRY POPPIES.** Enormous round flowers 10 to 12 inches in circumference. The petals twisted and fringed. Numerous colors, Height 18 inches. Packet, 10 cents.

**POPPY COLLECTION—THE 4 Above PACKETS ONLY 35c.**

**TRIMARDEAU or Giant Flowering Pansies.** Few flowers bloom earlier and none more freely and continuously and none are more delicate in texture, rich and variegated in colors, or more pleasing and attractive. A bed of these plants in bloom is gorgeous and always enthusiastically admired. Bloom continuously from April to late frosts. Pansy seed should be planted from April to August, plants transplanted and in the fall protected with a litter of coarse straw. We offer the true Giant Flowered many colors mixed at 15 cts. per. pkt.

**GIANT FANCY PANSIES.** Consist of the largest and most beautiful giant blotched Pansies that have yet been developed. When the season remains cool they will bloom thru spring, summer and fall. Big strong, husky flowers suitable for cutting. Pkt. 25c.

**ORCHID FLOWERING PANSIES.** Delicate tints and soft shades of color, such as terracotta, lilac, orange, buff, etc. Delicate shadings, combined with ruffled edges make these flowers pleasingly unique. Packet 15 cents.

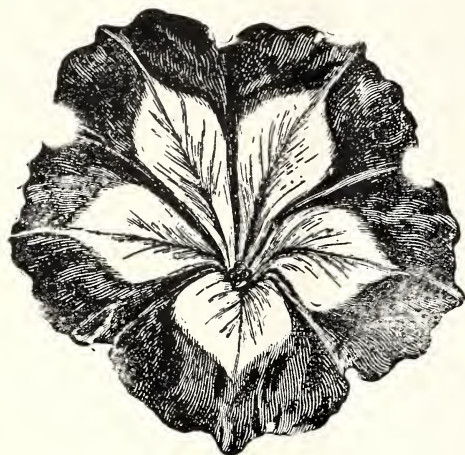


**GIANT RUFFLED PANSY—Masterpiece**  
The petals of this giant Pansy are heavily ruffled, giving them a most striking appearance. Truly giant sized flowers in many rich colorings. The flower itself must be seen to be fully appreciated. Packet, 15c.

#### PANSY COLLECTION

3 Giant Flowered; 1 Giant Fancy; 1 Orchid Fl., 1 Giant Ruffled.  
The 6 Packets for

**Only 75 cents.**



Star Petunia

**BLUE PETUNIAS.** One of the most popular flowers for porch and window boxes, lawn, vases, etc., is the Petunia, and this unusual color is both impressive and desirable. The flowers are first a purplish-blue, changing to a beautiful violet-blue color as the flowers expand. **Packet 15 cents.**

**ROSY MORN PETUNIA.** Soft rose-pink in coloring, with white throat. Very lovely. **Packet 15 cents.**

**STAR PETUNIA.** While they will always vary, yet most of the flowers show a distinct 5-pointed white star on a crimson ground. The plants begin to bloom early and flower profusely. **Packet 10 cents.**

**RUDBECKIA.** Grows 18 in. high, very showy, and of easy culture. The daisy-like flowers of deep orange-yellow heavily marked with brownish-red, grow on stiff stems about six inches in length above the foliage. **Packet 10 cents.**

**RICINIS—Green Foliage.** Grown on the lawn or garden this semi-tropical plant presents an attractive appearance and will draw much favorable attention and comment. Dies with the first frost and grows 12 to 15 feet high during the summer season. The enormous leaves, beautifully lobed. Often measure  $2\frac{1}{2}$  to 4 feet across. Each plant quickly becomes a perfect pyramid of foliage and is topped by large spikes of blossoms and brilliant colored seed pods. **Packet 10 cents**

**RICINIS—Red Foliage.** Grows 8 to 10 feet high, and the large palmlike leaves are a rich bronzy-red, providing a wonderful color contrast for your lawn. Very showy, handsome and effective. **Packet 15 cents.**

**SCARLET SAGE. (Salvia).** In mid-summer and fall, a bed of Scarlet Sage with its fiery red flowers in abundance, is a sight worth seeing. Fine for bouquets. Seed should be started in the house or in hot-beds from Feb. to April.

**Packet 10 cents.**

**BLUE SALVIA.** Some people do not like the color of Scarlet Sage. Here is a lovely blue one. Very free blooming with large spikes. Glossy green foliage. Height, two feet. Very beautiful indeed. Try Blue Salvia this spring. Blue flowers are always welcome everywhere. **Packet 20 cents.**

**SCABIOSA (Morning Bride).** The flowers are borne on tall slender, but quite stiff stems, nearly two feet in length, are of fine rounded form and somewhat resemble the Carnation. Quite hardy and flower freely in cool locations or during late summer and fall. Mixed, of many colors. **Packet 10 cents.**

**STOCKS—TEN WEEKS.** Very much prized for cutting because of their fragrance and great variety of colors. Bloom in about ten weeks from seed as their name would suggest. Crimson, Dark Blue, Pure White, Salmon, Rose, Canary Yellow, Lilac Rose and all colors mixed. **Packet 10 cents.**

**SENSITIVE PLANT.** Instantly you touch this plant, the leaves curl and droop. Interesting and very amusing, because of its sensitive nature. **Packet 10 cents.**



Ricinis



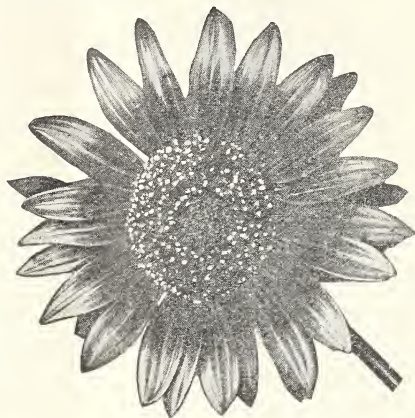
## THE UNIQUE RED SUNFLOWER

This odd variety, like the one listed below, throws out many side branches and produces an abundance of blooms. The flowers vary greatly in size and are of several shades of color; chestnut-red, red tipped with yellow, others washed with red.

As a hedge of border, along the back or side fence, in front of the garden, or as single specimens they are very attractive and interesting. The flowers are useful and desirable also for bouquets.

Try this novelty this year. **Packet, 10 cts.**

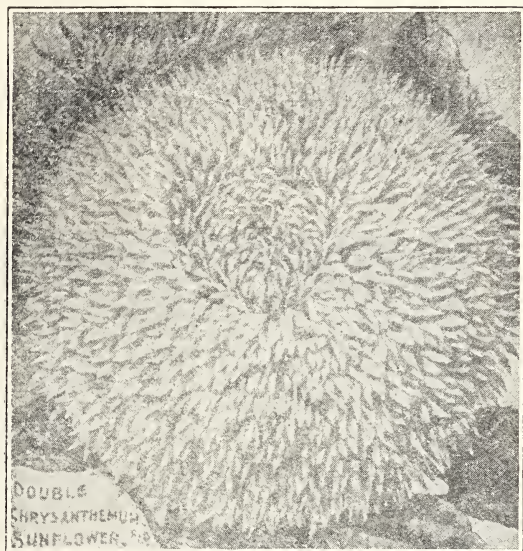
Note:—Look for purple in stem or leaf of your seedlings and **destroy** those not showing this color. Occasionally they will still produce plants throwing yellow flowers but such plants can be cast out by selecting those of purple cast in stem or leaf.



**DOUBLE CHRYSANTHEMUM  
SUNFLOWER**

The flowers are perfectly double, a bright golden yellow and are borne on many side branches of the plant, thus giving the plant an attractive appearance that draws much attention. The form of these flowers is so perfect as to resemble giant asters on long slender stems. A porch jardiniere filled with these flowers adds a wonderful bright spot to the landscape.

**Per packet, 10 cents.**



### NEW MINIATURE SUNFLOWERS

They are delightful for cutting; borne on long stiff stems, the flowers slightly larger than Brown Eyed Susans, and come in various shades, amongst which are pale yellow, golden yellow and creamy white, and many of them with curiously curved and twisted petals. These are of the very easiest and quickest of annuals to grow, and they are indispensable for backgrounds and for cutting.

**Packet 10 cents.**

### SUNFLOWER COLLECTION

3 Packets. One packet of each of the above named sorts.

**All for 25 cents.**





Snow-on-the-Mountain

**TRITOMA or Red Hot Poker Plant**

Begins to bloom in May and blooms freely until frost. Seed started inside in February or March will begin blooming the first year. **Packet 15 cents.**

**SNOW-ON-THE-MOUNTAIN**

The handsome green leaves are bordered with white and the plants are very effective amongst shrubbery, in canna beds, for borders, etc. Grow to a height of 3 feet. **Packet 10 cents.**

**TRAILING SAND VERBENA**

We call especial attention to this rapid growing, trailing annual because it is an excellent plant for the rock garden, the open border, and for growing in hanging baskets as well. It grows 3 to 5 ft. in a season, and throws up numerous flower spikes of an attractive rose-lilac color; the flowers borne in clusters not unlike Verbenas, all during the summer and fall months. Quite fragrant.

**Packet, 15 cents; 2 packets, 25 cents.**

**SALPIGLOSIS (Velvet Flowers).**

Easily grown annual of the finer sort. A wide range of gorgeous color. Gloxinia like blooms that are splendid for cutting. The plants grow to a height of two feet or more, and bloom freely from mid-summer to frost. **Packet 10 cents.**

**TORENTIA.** A mass of sky-blue bloom, each flower with three dark spots. It blooms all through the season. Suitable for hanging baskets and borders. **Packet, 10 cts.**

**SHIZANTHUS or Butterfly Plant.**

Lovely butterfly-like flowers ranging in color from pure white thru pink, mauve and crimson. They will develop into large plants over two feet high in a season if seed is sown early. Make very fine pot plants.

**Packet, 15 cents.**

**MAMMOTH VERBENAS.**

Verbenas grown from seed are not only much cheaper than those grown from cuttings, but are more vigorous. Single plants in rich soil, will cover a space 3 feet or more across. This fine variety produces magnificent trusses of bloom in a wide range of colors, some individual blossoms being larger than a silver quarter-dollar. Seed from superior selected stock.

**Per Packet, 10 cents.**

**BLUE MAMMOTH VERBENA**

In this strain there are found various shades of purple and bright blue. Under favorable conditions the size of the individual flowers of all these MAMMOTH Verbenas is as large as a quarter dollar.

**Packet, 15 cents.**



Shizanthus.



## CHOICE COLLECTON OF POPULAR ZINNIAS

**NEW CACTUS FLOWERED ZINNIA**—Entirely different from any other Zinnia. The petals are quilled and tubular, stand out straight from the center of the flower, and as the back and front of petals are differently shaded it gives a bi-colored effect to the flower. The flowers are borne in profusion, often 4 to 5 inches across, and in a wide range of beautiful colors. This lovely new Zinnia, much resembling a fine petaled Cactus Dahlia, is one you will be delighted to become acquainted with. Packet 15 cents.

**GIANT PURPLE ZINNIA**—A showy color, in great demand. Immense, rich light purple blooms.

Packet 10 cents.

**CURLED AND CRESTED ZINNIAS**—Were it not for the foliage one would hardly recognize this superb Zinnia as belonging to the Zinnia family at all. Its lovely curled and twisted petals cause it to somewhat resemble the Cactus Dahlia in shape. The riot of colors runs thru cream and orange to orange or old gold, pink, rose and on to deep crimson. Make lovely beds; blooming continuously from July until frosts in November. Packet 10 cents.

**MAMMOTH OLD FASHIONED ZINNIA.** Magnificent large flowers of the old fashioned types, the flowers, often measuring 3 to 4 inches across and coming in many colors. Like the Zinnias of grandmothers garden except that they are larger in size and brighter in color. Packet, 10 cents.



Curled & Crested Zinnia

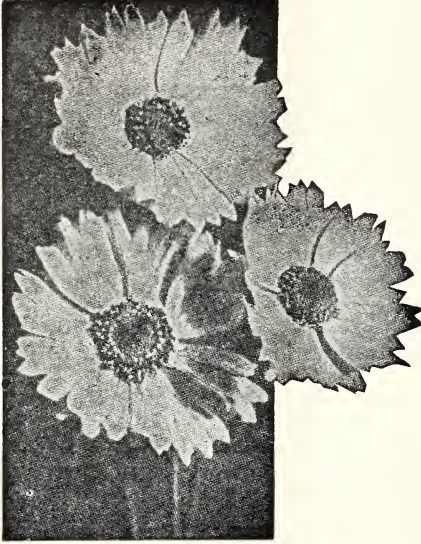
## Dahlia-Flowering Zinnia



Dahlia-Flowering Zinnia

These wonderful new creations much resemble the Show Dahlia. The Giant flowers come in a wide variety of bright and beautiful shades. This is the most outstanding type of all the Zinnias. The flowers are immense in size, borne profusely from late summer until frost, and the bushes grow 3 to 4 ft. tall, well rounded and symmetrical in form. Fine for both cutting and garden display. Packet 15c. 2 pkts. for 25c.

## FARGO'S HARDY PRENNIALS FROM SEED



**Coreopsis**

### DELPHINUM

or Larkspur is a plant of stately appearance, easy culture and very popular. While this is a June bloomer, if the flower spike is cut back properly, it will branch and flower all through the fall. Blue, and white mixed,  
**10 cents a packet.**

### CAMPANULA or Bell Flower.

These are among our best known hardy perennials. They are fine for cutting and make excellent plants for the border; all have dainty well shaped flowers. Blue or white mixed varieties.  
**10 cents a packet.**

### SWEET WILLIAM

One of the finest hardy garden plants of easy culture, thriving in any good garden soil and lasting for years. The plants form fine clumps and produce fine effects in beds or shrubbery. Red, pink, white and violet mixed.  
**Packet 10 cents each.**

### LUPINES

These plants, throwing up lovely spikes of bloom to a height of 3 feet are very fine for cutting. The flowers clustered closely on long stems, somewhat resemble Sweet Peas, and the colors are clear blue, white and rose mixed.  
**10 cents a packet.**

### SHASTA DAISY

Luther Burbank's great creation called the "Giant California Daisy." Flowers freely.  
**10 cents a packet.**

### COLUMBINE

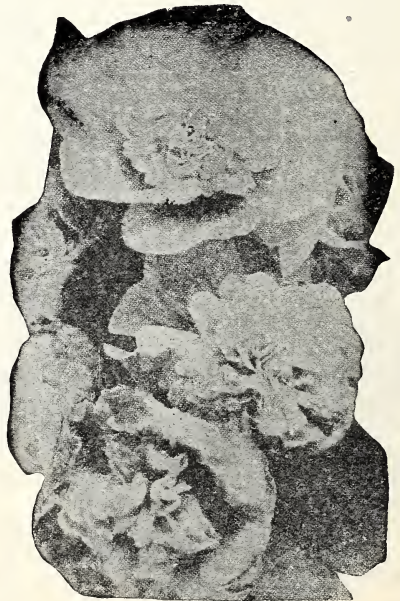
Or Aquilegias. Very beautiful spring and early summer flowers, graceful in shape, the spurred flowers standing high above the foliage.  
**10c per packet.**

### HOLLYHOCKS (illus. below)

We all know this grand old flower favorably. It is one of the most popular and desirable of hardy perennials; excellent for planting among shrubbery or as a background for other flowers. Choice double pink, red, saffron, and yellow mixed.  
**10 cents a packet.**

### DIGITALIS (Fox Glove)

Handsome ornamental hardy plants of stately growth, succeeding almost anywhere. Grows long spikes of very beautiful tubular shaped flowers. Colors, blue, pink, purple and white mixed.  
**10 cents a packet.**





## FARGO'S HARDY PERENNIALS FROM SEED



Sweet William

### SNOW-IN-SUMMER

A charming creeper; useful for edging or for rock gardens. Silvery foliage and white flowers. **Packet, 15 cents.**

### ORIENTAL POPPY

Largest and showiest of all. Immense bright red, orange, scarlet, pink, etc., in mixture. They bloom in late May or June. **Packet 15 cents.** Seed sown as late as July or August, produces blooming plants for the next and succeeding seasons.

### HARDY GLOXINIA

Gloxinia-like flowers on long stems. Color: rose. This plant likes a shaded place and needs some winter protection. **Packet, 20 cents.**

### ICELAND POPPY

White, orange and yellow. Height 18 inches. Blooms abundantly in the spring. **Packet, 15 cents.**

### BURNING STAR

(*Lychnis*). Headlets of bright scarlet flowers. Steady bloomers. Height 2 feet. **Packet, 10 cents.**

### VIOLAS

Tufted Pansies or Johnny-jumpup. Look like miniature pansies. **Packet 10 cents.**

### GOLD DUST

(*Alyssum saxatile*). Low spreading type of plants that, early in spring, are covered with thousands of small golden-yellow flowers. **Packet, 10 cts.**

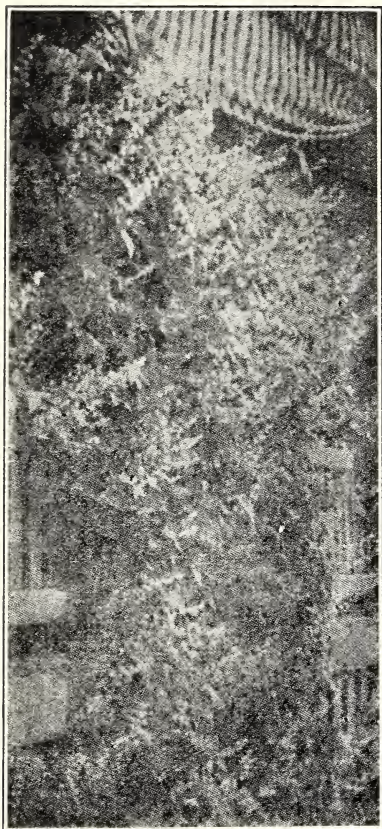
### COREOPSIS

Flowers resemble large lacy-edged yellow daisies on long stems. Very fine for cutting. **Packet, 10 cents.**

### GROWING PERENNIALS FROM SEED

Seeds of Perennials do not germinate usually as readily as Annuals so do not plant them as you would Radishes or Lettuce and expect success. First see that the seed bed is finely pulverized. A cold frame or somewhat shaded location is preferable. Sow the seeds in shallow drills, or in case of the finer seeds sow on top of the ground using a salt shaker if you wish, for more even distribution, then gently press the seeds down with a wooden block. Cover the seed bed with burlap or a light coat of clean straw, wet gently and do not let the ground dry out. Remove the covering when the seeds have germinated and transplant the seedlings after the third or "true" leaf has formed. Keep the seedlings moist but not wet as that causes the young plants to "damp off." These general instructions should give the amateur a fair idea of how to grow perennials. Even professionals and specialists have their failures and disappointments at times, but a reasonable modicum of success is all that any reasonable one can ask. It is a game—and a mighty interesting game at that.

## FLOWERING CLIMBERS



### COBEA

Large bell-shaped flowers. Height 10 to 20 feet. When possible, start the seed inside and plant outdoors after the maples are in leaf.

**Packet, 10 cents.**

### CYPRESS VINE

Beautiful scarlet or white star-shaped flowers. Delicate fern-like foliage.

**Packet, 10 cents.**

### CANARY BIRD FLOWERS

Bright golden yellow flowers; useful for porch boxes, hanging baskets or trellis.

**Packet, 10 cts.**

### BALSAM APPLE

Ornamental climber, bearing large orange-colored fruit, which when fully ripe opens, showing a brilliant crimson interior.

**Packet, 10 cts.**

### MOONFLOWER

Grow 20 to 30 feet in a season. Foliage large, dense and luxuriant. Hundreds of immense white, blue or pink flowers, many measuring six inches across.

**Packet, 10 cents. 3 Packets 25 cents.**

### CLIMBING DOLICHOS

Bear large spikes of flowers that stand out boldly from the foliage. Excellent for fences or porches. Height 8 to 10 feet. Two colors mixed: reddish maroon and pure white.

**Packet, 10 cents.**

### MORNING GLORY

For covering bare and unsightly fences, and trellis the Morning Glory is justly popular with its funnel-shaped flowers of many shades and colors. And the seed is so cheap that like Nasturtiums it should be bought by the ounce and planted liberally.

**Large packet 10c; Ounce, 25 cts.**

### PERENNIAL PEAS

In full bloom in the spring before the other varieties begin to flower, and continue blooming throughout the season. Being perennial, they bloom the second season after planting and come up again each year. Magnificent clusters of pink, white and rose flowers. Grow 8 to 10 feet high.

**Packet 10c; ½ oz. 40c.**

### GOURDS

Fine for covering outbuildings, back fences, back porches, etc. Also the dry Gourds come in useful for stocking darners, dippers, nest eggs, etc., and for the children to play with. A fine mixed assortment of shapes and colors.

**Large Packet 10 cents; Ounce, 25 cents.**

### JAPANESE VARIEGATED HOPS

Makes a dense shade, and its foliage is strikingly blotched with silvery-white, tinged yellow. It will grow twenty feet in a couple of months time. Sow the seed in May.

**Packet, 10 cents.**



**Perennial Peas.**



## WINDOW OR HOUSE PLANTS FROM SEED



### CYCLAMEN

Produces graceful orchid-like flowers during fall, winter and spring, the young plants develop a bulb from which springs the round glossy leaves and the slender flower stalks which bear the brilliant hued flowers, airily posed above the foliage. Colors range from white to crimson with all intermediate shades. **Packet, 50 cents.**

### PERIWINKLE

In addition to being a fine bedding plant the Periwinkle or Madagascar Vinca makes an excellent pot plant, blooming throughout the winter. The abundant foliage, back of the myriads of bright flowers. The colors are rose with dark eye, white, and crimson eye, and pure white, mixed. **Pkt., 10 cents.**

### ASPARAGUS FERN

Its long drooping branches make it very popular as a pot plant or for hanging baskets. **Packet 10 cents.**

### CARNATION

Everyone is familiar with this popular flower, and it does well in home or greenhouse. Easy to grow. **Packet 10 cents.**

### AGERATUM

In addition to being one of the best bedding plants, blooming outdoors from early summer until frost, it also makes a fine house plant. Myriads of blue flowers that are attractive indeed. **Packet, 10 cents.**

### SCHIZANTHUS

Described on another seed page, makes an excellent plant for pots. Its myriads of light airy flowers are very attractive. **Packet, 15 cents.**

### DWARF SWEET PEAS

They are very nice for pots, as well as for outdoors. Clustered several blooms at end of the stems. **Packet 10 cents.**

### COLEUS

These foliage plants are useful for beds and borders, as well as for house or pot plants. Fine mixture, wonderful assortment. **Packet, 15 cents.**

### MONKEY FLOWER

Curiously shaped flowers and excellent for baskets or pots, as well as for outside. **Packet 10 cents.**

### KENILWORTH IVY

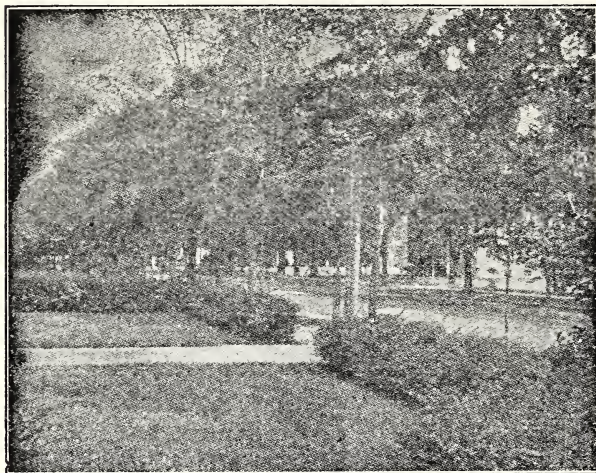
A trailing vine well suited to hanging basket. It may be sown at any time of year. **Packet 10 cents.**

### GERANIUM

It is an absorbing, interesting pastime growing pot plants from seed, and Geraniums are among the easiest to grow. Our seed is a fancy strain of Zonale Geraniums, and charming new varieties come only from seed. Sow seed any time, summer or winter. The flower trusses of this strain are frequently five or six inches across, and the individual flowers  $1\frac{1}{2}$  inches in diameter. Mixed colors, from pink to pink, rose, scarlet and crimson. **Price 25c. per packet.**



## GRASS SEED THAT INSURES A FINE LAWN



Other things are essential in beautifying the home surroundings, but the first and prime requisite is to have a fine velvety lawn. Flowers and Shrubbery in abundance may surround the home, but, without a well kept lawn, the picture is far from its best.

There is cheaper Grass Seed than ours, but cheaper only in first cost, and not in results. We don't and won't handle cheap Lawn Grass Seed. It would pay neither you nor us. The best is by far the cheapest.

### HOW TO SOW GRASS SEED

You cannot sow too much, the more the better. It means quicker, surer, more lasting results. 1 qt. will sow 250 sq. ft. (25x10); 4 qts. 1000 sq. ft. and so on. The Spring and Early Summer months are ideal for sowing lawn grass seed, as are the days of October and November.

### EVERGREEN LAWN GRASS SEED

Is the result of years of untiring study and experimenting, it has stood the test in every part of the United States and it will stand wear and tear, outliving the severest winter, retaining at all times its lustrous green color. We class this as the best general purpose lawn grass. Price  $\frac{1}{2}$  lb. (about one quart) 40 cents.

### SHADED LAWN GRASS SEED

After much experimenting a mixture of seed has been found that will produce a perfect sward in the dense shade caused by trees, shrubbery, buildings, etc. Price  $\frac{1}{2}$  lb., 45 cents.

Shade causes sour soil and about every three years you should apply lime to sweeten up the soil. Use about one bushel to each 1000 sq ft.

### SEASHORE LAWN GRASS SEED

A good lawn at the seashore is frequently a problem and this mixture is a result. It will produce a good lawn in 6 to 8 weeks if 3 to 4 inches of top soil is spread over the surface, seeded and well firmed down. If soil is very poor and no top soil to be had, white clover sown with the grass will help wonderfully. Price:  $\frac{1}{2}$  lb., 50 cents.

### WHITE CLOVER

Used along with any grass seed insures a richer, greener, and more velvety lawn. 1 lb. 85c.  $\frac{1}{2}$  lb. 50c.

Middletown, N. Y.

I am writing to say how very pleased I am with all plants and bulbs received from you. Everything is starting well and I am looking forward to a summer of blooms.

Sincerely,  
Mrs. M. E. Burrows.

Nutley, N. J.

I enclose a small order and check to cover cost and postage.

I am highly pleased with the fine strong, well-rooted plants that I received from you.

Very sincerely,  
M. C. Osborn.



## SHADE AND ORNAMENTAL TREES



**Lombardy Poplar**

### WEeping WILLOW

One of the easiest trees to grow; individualistic and distinctive whether or not is it planted along water. It does well anywhere, grows rapidly and forms a large rounded head with drooping branches. Requires plenty of room. Size 6 to 8 ft. at \$1.50, 8 to 10 ft. \$2.00.

### AMERICAN ELM

Wide arching top and vase-like form. Extensively used for street planting, forming perfect arches over the streets. A rapid, vigorous grower. Delightful as an individual specimen in a large lawn. 8 to 10 ft. Each \$2.25.

### MAGNOLIA ACCUMINATA

This variety is also known as the Cucumber Tree. The yellowish-green flowers in June are followed by scarlet cucumber-shaped seed pods. Upright grower with spreading branches. Becomes a massive tree. Stock 4 to 5 ft. at \$3.50 each.

### LOMBARDY POPLAR

A striking feature in any landscape. As single specimens appropriately placed, as well as planted in rows on the dividing line between properties, as a background or windbreak, bordering drives, etc. Well-known for its erect, rapid growth and spire-like form. 8 to 10 ft. stock.

Each \$1.00, 3 for \$2.75.

### NORWAY MAPLE

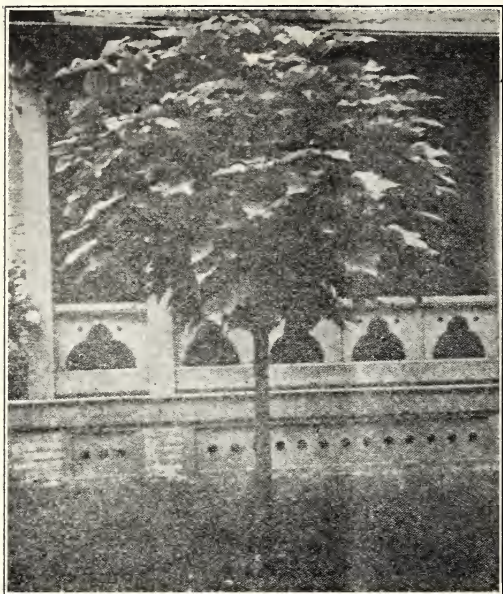
One of our most satisfactory shade trees for lawn or street planting. Perfect in form; free from disease and a vigorous grower forming a beautiful rounded and symmetrical head. Perfectly hardy. We offer 6 to 7 ft. stock at \$2.50 each and 8 to 10 ft. at \$3.75.

### SILVER LEAF MAPLE

Where the most rapid results are desired we suggest this quick growing variety for almost immediate shade. The tree forms a large spreading head; foliage bright green on top with under side of leaves silvery white. This is an excellent and very inexpensive tree for street planting. Size 6 to 8 ft. \$1.25 each. 8 to 10 ft. \$1.75 each.



**Norway Maple**



### CATALPA BUNGEI (Umbrella Tree)

This dwarf tree symmetrical in form has become immensely popular for formal planting. We see many of them planted in pairs; one on each side of the walk leading up to the home.

If the walk is a long one they may be planted in rows on each side, properly spaced. Also bordering driveways, paths, etc.

The grafted heads form a perfect umbrella-shaped top very quickly and the Tree does not grow to a height in excess of 8 to 10 ft. Height 5 to 6 ft.

**\$1.25 Each, 2 for \$2.00.**

### A STRAWBERRY BED OF YOUR OWN

Wouldn't you enjoy picking fresh, ripe, juicy, luscious Strawberries right from your own garden each day—early, midseason and late, and then again in the Fall, from Sept. to Nov., to repeat the delectable performance with the Everbearings? If so; read on. Berry plants can be sent by parcels post. No orders accepted for these plants, however, after April 1st so get your orders in early.

#### MASTODON Everbearing

Keep the blossoms and the runners off the plants until July 20th; then let 'em go. Within about a month thereafter you will be picking giant lucious berries, red to the very tip and as showy and beautiful as if varnished. You will continue to pick them until stopped by heavy late frosts—and again in the Spring.

Mastodon Berries are immense in size, prolific yielders, good shippers, and bring fine prices in the market and if you do not have at least a home garden planting you are going to miss a rare treat and a grand experience. Order the plants early. Set the plants 18 in. apart in the row in any good garden soil.

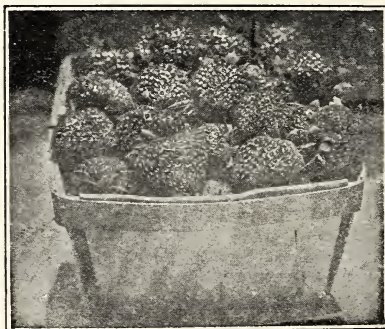
We can now offer plants with strong fibrous roots at 50 for only **\$1.50**, 100 plants **\$2.50**, 250 for **\$5.50**, 1,000 for **\$15.00**.

**MASTODON** Strawberries will give you a delightful surprise and a **WONDERFUL** treat.

#### STANDARD SORTS

We recommend **PREMIER** as **Extra Early**; **EATON**—medium early; **BIG JOE**—medium late; **CHESPEAKE**—very late. Any of these varieties at 100 plants for only **\$1.50**.

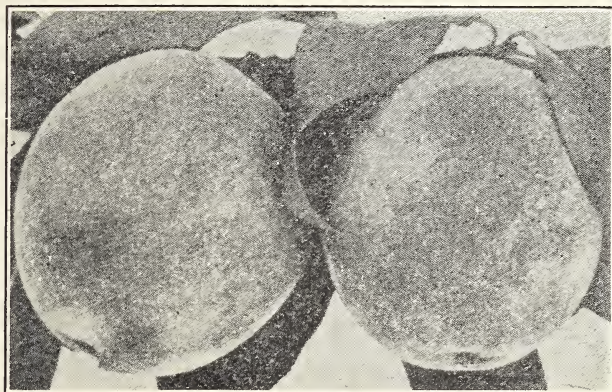
Plant some of the five sorts offered on this page and have luscious berries on the table for the best part of the year. Strawberries are money-makers too.





## AND NOW FOR A FEW FRUIT TREES

Trees are too large for parcels post shipment and are therefore shipped independently of other items, by express or freight direct to the purchaser from the grounds where grown in New York State in order to save extra handling and increased costs.



**Elberta**—The leading commercial Peach

In offering Fruit Trees to our customers we are not taking up the space that would be necessary to give an extended description of a wide list of varieties as our prices are the same for all standard sorts of Peaches, for instance, and of other fruits as well. Most prospective planters are familiar with the varieties they desire and, if not, we will gladly select for them. In ordering please feel free to specify the varieties wanted if you so desire.

**APPLES** in all standard sorts such as Early Harvest, Baldwin, Winesap, Delicious, Grimes Golden, Gravenstein, Greening, Rome Beauty, etc. All best XXX grade stock, 6 to 7 ft. Each 75c, Dozen \$7.50.

**PEARS** Bartlett, Keiffer, Seckel, Clapps, Favorite, etc. in best XXX grade, 4 to 5 feet. Each 85c, Dozen \$8.50.

**PEACHES** All standard sorts in best XXX grade 4½ ft. and up. (In planting Peaches all side branches should be removed and main stem cut back to 3 ft.) Elberta, Belle of Georgia, Champion, Drosby's Early, Hale, Rochester and all standard kinds. Each 60c, Dozen \$6.00.

**CHERRIES** All standard sorts. Best XXX grade 5 to 6 ft. Black Tartarian, Oxheart, Gov. Wood, Early Richmond (sour red), etc. Each 95c, Dozen \$9.50.

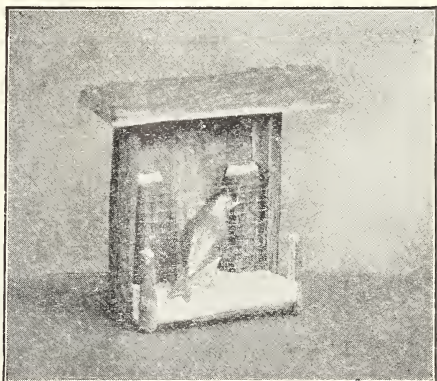
**PLUMS** All standard varieties in best XXX grade 5 to 7 ft. Damson, Wickson, Bradshaw, Red June, etc. Each 75c, Dozen \$7.50.

**APRICOTS** Best XXX, 4 to 5 ft. Each 85c.

**QUINCES** Best XXX, 4 to 5 ft. Each \$1.00.

### FILLING STATION for Birds

Filled with suet or bread crumbs, this Bird Restaurant will bring you many appreciative "customers," particularly in the winter. Place it up where you can watch the Birds enjoy themselves, but where they will not be disturbed by seeing you. A nature study that will be well worth ten times the small cost. Each \$1.25, by Parcel Post, Prepaid.





## RUSTIC LAWN AND GARDEN FURNITURE

THE "WOODSIDE" SET AS ILLUSTRATED, ONLY \$17.50



"Lincraft" Outdoor Furniture is nationally advertised and is not to be compared with the cheap flimsy pieces so often placed on sale. Strong, rugged cedar is used, well put together; made by craftsmen who know their job well. Made to last and give satisfaction.

Rustic furniture is shipped by freight direct to you from the factory in south New Jersey and safe arrival guaranteed, so that you can buy in full confidence.

The "Woodside" Set is one of the best sellers in this line. It consists of two comfortable roomy chairs, a large settee 54 in. in length and a Table 28 in. high. Attractively priced at only **\$17.50** complete. Also sold separately; the Chairs at **\$3.98** each; Settee **\$5.98**; Table **\$4.50**.

### RUSTIC BRIDGE

This charming and artistic Bridge is custom built to meet your particular needs and is made in three sections not to exceed 10 ft. each.

If you have a race, stream or brook that you wish to bridge artistically, just give us the measurements from bank to bank allowing two feet of bank on each side as well as the width of the water itself, and we will figure the price for your special job. Width of Bridge 4ft., height of side 3 ft. Weight 50 lbs. to the foot. Price **\$4.50** per running ft. of Bridge floor.



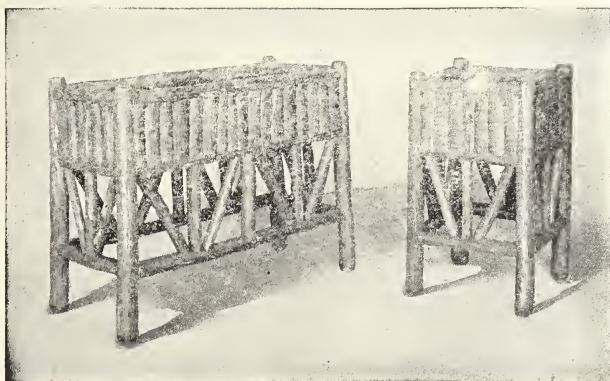




### THE "PRESIDENT" RUSTIC CHAIR AND SETTEE

An attractive design, sturdily built of cedar and a popular seller. Settee is 38 in. high, 54 in. long and 20 in. depth, weight 45 lbs. Price \$6.25. Chair same height and depth, 24 in. wide, weight 30 lbs. Price \$4.25.

### RUSTIC CEDAR FLOWER BOX, OR FERNERY



Very attractive for porch or lawn, sun parlor, clubs, hotels, etc. Depth of box 9 in., height 30 in. length 14 in. Price \$3.00. Also made to order in any special lengths at an additional cost of \$1.50 for each foot added to the length. Very strong, sturdy and substantial, a three foot weighing 50 lbs.

### BIRD HOUSES

#### In 12 Different Designs

In ordering state whether wanted for Wrens, Robins, Chickadees, or Blue Birds. Hang them in Trees or erect on grape or rose arbors, etc. Each \$1.50 or 3 for only \$3.95. Postpaid east of the Mississippi River.



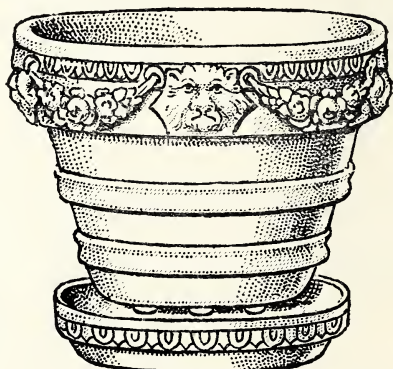
## GARDEN PIECES DE LUXE

Durable hard-burnt pottery at popular and attractive prices, shipped direct to the customer from a centrally located Pottery by express or freight as desired. Shipping point Roseville, Ohio.



### \$5. BIRD BATH

A beautiful and artistic jewel that attracts the songster friends. Genuine ornamental hard-burnt pottery with exclusive sylvan (light gray) stone finish. Total height about 26 in. Basin 18 in. wide. Very sturdy and a WONDERFUL value. Shipment direct from the factory to the customer makes this low \$5. price possible. Why not add this durable, ornamental and useful item to your order today?



### BEAUTIFUL POTS TO MATCH

Best hard-burnt pottery with handsome sylvan stone finish. Height 15 in. Very attractive new design to ornament the Conservatory, Porch,



EWER

Lawn, Pool or Garden. Much in demand also for Movie, Club and Hotel Lobbies. Special low price—sold in pairs only—\$5.00 per pair.

### OUTDOOR POTTERY

For various locations in the garden, on the porch or at the edge of the Lily pool etc.

### OIL JAR

Height 20 in. DeLuxe finish \$10. each. Sylvan grey stone finish.

Each \$5.75.

### EWER

Height 26 in. DeLuxe finish. Each \$15. Plain sylvan grey stone finish.

Each \$8.75.

### BUNGALOW VASE

Much like the Oil Jar but without handles. Sylvan finish.

Height 18 in. Each \$4.

Height 30 in. Each \$10.



OIL JAR



## FOUNTAIN AND BIRD BATH COMBINATION

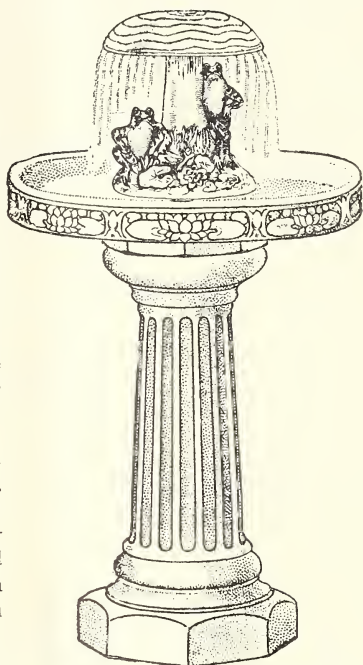
Comes complete all ready to set up. No plumbing is necessary; just simply attach any garden hose having standard connections.

The Fountain consists of two saucy Frogs under a Toadstool, decorated in natural to life colors with high gloss glaze and colors fired in. Water runs off from the Toadstool covering frogs and may be a strong stream or just a trickle as desired.

Bird Bath is of hard-burnt pottery and may be had either with green or light brown trimming, or in plain sylvan (very light grey,) stone finish.

Total height complete is 37 inches. Bath 20 in. wide. **Each \$22.50.**

An especially artistic decoration for Lawn, Garden, or Pool. If an even greater height is desired (for center of a Lily pool for instance) we can supply a special base section to match, 10 in. high at \$5.00 additional.



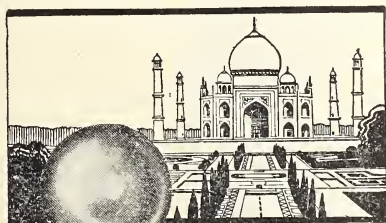
### Words of Appreciation from Bird Bath Purchasers

"The Bird Bath arrived today by freight in good condition. It is extremely attractive and satisfactory."  
Mrs. M. Cross, Chappaqua, N. Y.

"I am entirely satisfied with my purchase (Bird Bath) and will in the future buy flowers from you." Anthony Borsella, 472 E. Fordham Rd., Bronx, N.Y.C.

"The Bird Bath arrived today and I am very much pleased with same."

Harry R. Bigelow, Worcester, N. Y.



### GAZING GLOBES

We all know what a beautiful picture they make on the lawn. The large silvery 12 in. Globe presenting an ever changing picture of sky and landscape to the eye, and bringing joy and delight right into the garden.

Pedestals somewhat different from the one shown in our picture but the result is the same. Gazing Globe complete with 29 in. imitation stone Pedestal is priced at \$15.00, or with 26 in. hard-burnt Pottery Pedestal at \$18.00.

### SUN DIALS

Our illustration shows the solid cast brass Sun Dial plate itself, measuring 8 1/4 in. across. With it is also supplied the same 29 in. imitation stone Pedestal used with our Gazing Globes advertised above. Before shipment it is adjusted for the latitude of your town or city, assuring you a far more accurate Dial than is usually sold. Dial and Pedestal complete is priced at \$13.50.



# THIS BEAUTIFUL BIRD BATH

ONLY  
**\$9.98**

## A CHARMING ADDITION TO YOUR LAWN OR GARDEN

This Bird Bath is useful, beautiful and ornamental; drawing the feathered songsters to your grounds, creating a constant source of pleasure and delight.

The very rapid appreciation of Bird Baths as decorative and desirable pieces of lawn and garden furniture has created a tremendous demand for them. Summer and winter they add a real touch of charm and beauty to the home grounds.

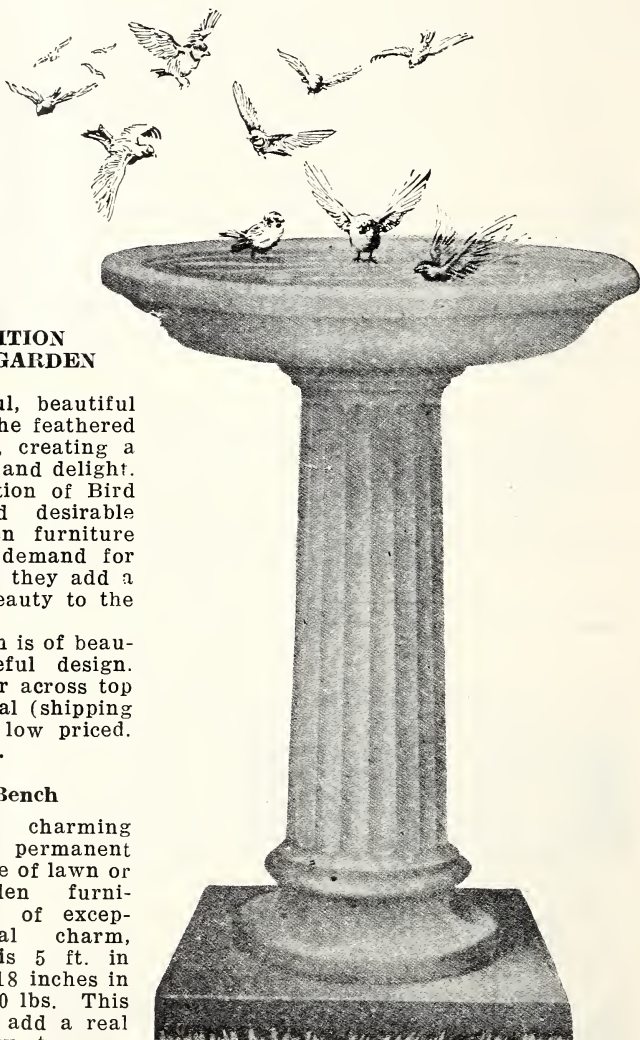
The Bird Bath here shown is of beautiful, charming and graceful design. Height 34 inches. Diameter across top 26 inches. Bowl and pedestal (shipping weight 200 lbs.) Specially low priced. An \$18. value at only **\$9.98**.

## The "Eden" Lawn Bench



A charming and permanent piece of lawn or garden furniture of exceptional charm, beauty and strength. It is 5 ft. in length, 18 inches wide and 18 inches in height. Shipping weight 400 lbs. This charming Lawn Bench will add a real touch of old world beauty to your grounds. A \$20. value,

Priced at only **\$10.98**.



Either piece a regular \$18. to \$20. value. Our low special prices made possible as we manufacture in between busy seasons in order to provide steady employment.



## Why Not Use This Order Blank?

If necessary use additional sheet and pin to this Order Blank.

## Clarence B. Fargo, Frenchtown, N. J.

Date . . . . .

**Please send to.....**

**Town**..... **State**.....

**Street and No. or R.F.D.**..... **County**.....

**Nearest Express Office**.....

## About Parcel Post Shipments

If goods ordered from this catalog are to be sent by parcels post, add 5% to the amount of your remittance; 8% if you live west of Ohio, in Me. or Mich., or south of Md. Add 12% for Gulf Coast states and west of Miss. R., and 15% to Pacific Coast states. Minimum or smallest mailing charge 15 cents. This provides for postage, packing and guarantees safe delivery, and is considerably cheaper, as a rule, than express shipment.

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to distance as specified \$. . . . .

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# DE LA MARE GARDEN BOOKS

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By CHESLA C. SHERLOCK

Formerly Editor "Better Homes and Gardens"

An inspiring book written by an expert. A feature of this book is the numerous garden plans (with planting keys) together with many half tones (with photographs taken by the author).

Amongst the contents will be found "Planning the Garden, Shrubs and Trees, The Perennial Border, Roses for Small Gardens, Succeeding with Bulbs, Climbers and How to Use Them, Make Friends with Birds, The Small Water Garden, Along the Garden Path," etc., etc.

Bound in cloth with colored jacket, 186 pages, size 5x7½, 93 illustrations; many of them full page. Written especially for the owner of a city lot or a suburban home.

Price \$2.00

Postpaid \$2.15

## ROCK GARDEN PRIMER

By ARCHIE THORNTON

Complete with drawings and color plates. It will increase your enthusiasm and show you the way in a simple and practical manner. 152 pages.

Price \$2.00

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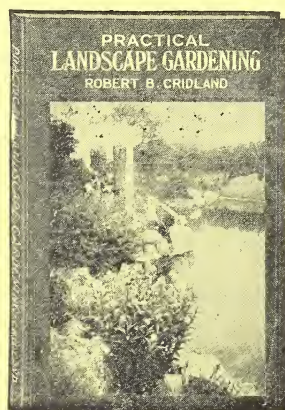
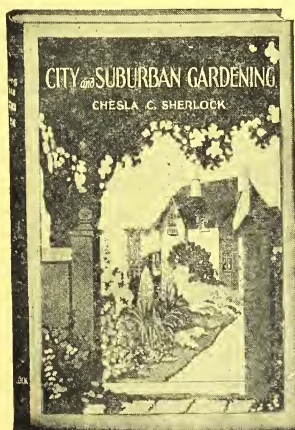
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Postpaid \$1.65



## THE BOOK OF PERENNIALS

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Devoted to the growing, using, selecting and propagating perennials. The important sorts to the number of 125 separate species are discussed individually with their culture and requirements; giving heights, flowering periods, colors, etc. Liberally illustrated, cloth bound. Teaches you how to grow them and how to enjoy them.

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## FOUNDATION PLANTING

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Over 200 illustrations; the majority accompanied by planting plans and keys. The author looks at his subject not only from the esthetic standpoint but as well from the angle of enhanced value of the property itself. Cloth bound, 256 pages, size 7½x10.

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## PRACTICAL LANDSCAPE GARDENING

By RICHARD B. CRIDLAND

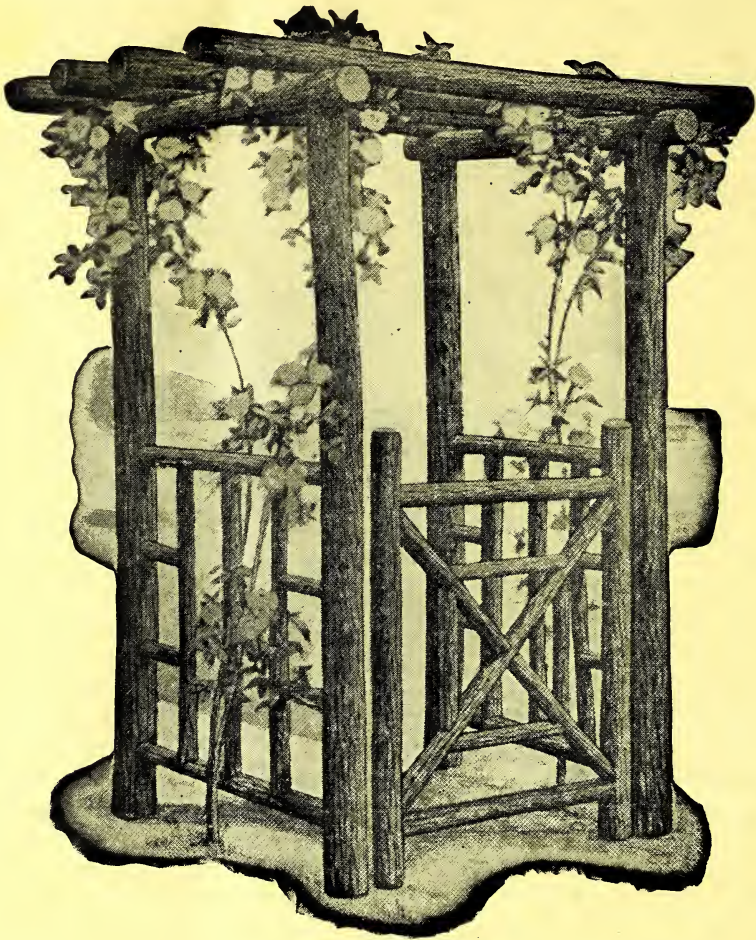
It teaches you how to plan and plant for best effects. Working plans for the construction of walks, drives, pergolas, terraces, pools, fountains, garden seats and rustic houses. It illustrates home ground surroundings and tells in detail all about lawn making. Its pictures place before you the explanation of practically every problem that confronts you.

This book contains 91 photographic illustrations, 67 sketches and 33 plans; 19 of which are planting plans accompanied by planting keys. The type is large and clear; the paper is enamel; the binding durable cloth. The color plate on front cover is irresistibly attractive; portraying a wonderful landscape scene. It has probably enjoyed a larger sale than any other book on the subject of Landscape Gardening.

Price \$2.50

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## "ROSELAND" CEDAR ARCH



"Roseland" Cedar Arch is strongly and sturdily built; comes in sections readily and easily put together, and can you not visualize how this lovely Arch would quickly transform some lawn or garden spot into a charming bower of beauty.

Height 8 ft., width or depth 4 ft. The Arch complete with gate and heavy hinges complete is \$31.25. Arch without gate \$25.00.

About the popular "Lincraft" line, we can, of course, list but a very small part of it within the space possible to allot in this catalog. To those, however, who may be interested in Log Cabins, Rustic Garages, Rustic Summer Houses or Pavilions, Cedar Pergolas and Tree Seats, Rustic Cedar Fence, Fancy Cedar Fence in sections, Post and Rail Fence or English Hurdle Fencing for Farms, Estates, etc., it is a matter of special correspondence and we invite special inquiries from interested parties.